Hylan, William H.

CBS TELEVISION NETWORK

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

WILLIAM H. HYLAN
Vice President
of Sales Administration

April 21, 1959

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

I am pleased to enclose your copy of CBS Television Network Rate Card #14, effective May 1, 1959. It incorporates all rate and discount changes announced to our clients and agencies from time to time since publication of Rate Card #13 in March 1957.

These changes include, among others, new affiliates and station rate increases brought about by the growth of the viewing audience, the unprecedented elimination of the "must buy" station list, reduction of Saturday and Sunday afternoon time rates, introduction of a Class D rate prior to 9 am, and liberalization of our annual discount policy for clients with both consecutive and alternate-week schedules.

Your attention is directed particularly to the following changes which are effective May 1st - and which appear for the first time in Rate Card #14:

An increase in the Extended Market Plan discount to 25% in the event all U.S. EMP stations are ordered. (Page 10)

A revision of station-hour discounts designed to reflect more realistically modern station usage on the CBS Television Network, with 30 station hours as the base for a minimum discount of 5%. This has been long overdue, since it is the first change in our weekly discount structure since 1952. Advertisers under contract as of May 1, 1959, of course, will receive the customary six-month rate protection, through October 31, 1959, on schedules continued without interruption. (Pages 8 and 9)

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Should you have any questions regarding the enclosed Rate Card, your regular CBS Television Network representative will be glad to help you.

Sincerely,

Wm. H. Hylan

RATE CARD 14

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STATION TIME RATES

Class A (6 pm to 11 pm) gross rates per hour are listed below. Class C (9 am to 6 pm) are 50% of gross rates. Class D (sign-on to 9 am) are 37½% of gross rates. All rates are based on local time in each city. Rates for periods less than one hour are the following percentages of applicable full hour rate: 80% for 45 minutes, 60% for 30 minutes, 53⅓% for 25 minutes, 40% for 15 minutes, 33⅓% for 10 minutes, 30% for 5 minutes.

U.S. NETWORK 199 STATIONS

City	Time Zone	Channel		Class A Hour Rate
ALBANY, N.Y.	E	10	WTEN	$1,000
ADAMS, MASS. (Booster)	E	19	WCDC	*
ALBUQUERQUE, N.M.	M	13	KGGM-TV	350
ALTOONA, PA.	E	10	WFBG-TV	700
AMARILLO, TEX.	C	10	KFDA-TV	300
ANCHORAGE, ALASKA†	P	11	KTVA	150
Combination rate with Fairbanks, Alaska				250
Combination rate with Fairbanks and Juneau, Alaska (EMP)				275
ANDERSON, S.C.	E	40	WAIM-TV	150
ATLANTA, GA.	E	5	WAGA-TV	1,200
AUGUSTA, GA.	E	12	WRDW-TV	350
AUSTIN, TEX.	C	7	KTBC-TV	525
BAKERSFIELD, CALIF.	P	29	KBAK-TV	225
BALTIMORE, MD.	E	2	WMAR-TV	1,600
BANGOR, ME.	E	5	WABI-TV	375
Combination rate with Presque Isle, Maine (EMP)				400
BATON ROUGE, LA.	C	28	WAFB-TV	250
BEAUMONT, TEX.	C	6	KFDM-TV	450
BELLINGHAM, WASH. (EMP)	P	12	KVOS-TV	100
BILLINGS, MONT.	M	2	KOOK-TV	200
BINGHAMTON, N.Y.	E	12	WNBF-TV	850
BIRMINGHAM, ALA.	C	6	WBRC-TV	1,100
BOISE, IDAHO	M	2	KBOI-TV	250
BOSTON, MASS.	E	7	WNAC-TV	2,800
BRYAN, TEX. (EMP)	C	3	KBTX-TV	100
Combination rate with Waco, Texas				350
BUFFALO, N.Y.	E	4	WBEN-TV	1,400
BURLINGTON, VT.	E	3	WCAX-TV	450
CADILLAC, MICH.	E	13	WWTV	350
CAPE GIRARDEAU, MO.	C	12	KFVS-TV	550
CARLSBAD, N.M. (EMP)†	M	6	KAVE-TV	70
CASPER, WYO. (EMP)	M	6	KSPR-TV	50
CEDAR RAPIDS, IOWA	C	2	WMT-TV	700
CHAMPAIGN, ILL.	C	3	WCIA	1,000
CHARLESTON, S.C.	E	5	WCSC-TV	400
CHARLOTTE, N.C.	E	3	WBTV	1,250
CHATTANOOGA, TENN.	E	12	WDEF-TV	500
CHEYENNE, WYO.	M	5	KFBC-TV	150
SCOTTSBLUFF, NEB. (Satellite)	M	10	KSTF	**

*In the event of failure of a "booster" station's facilities, a pro rata rebate is allowed.
**In the event of failure of a "satellite" station's facilities, no rebate is allowed since

City	Time Zone	Channel		Class A Hour Rate
CHICAGO, ILL.	C	2	WBBM-TV	$4,500
CHICO, CALIF.	P	12	KHSL-TV	250
CINCINNATI, OHIO	E	12	WKRC-TV	1,300
CLEVELAND, OHIO	E	8	WJW-TV	2,400
CLOVIS, N.M. (EMP)	M	12	KICA-TV	50
COLORADO SPRINGS, COLO.	M	11	KKTV	275
COLUMBIA, S.C.	E	67	WNOK-TV	200
COLUMBUS, GA.	E	4	WRBL-TV	400
COLUMBUS, MISS. (EMP)	C	4	WCBI-TV	100
COLUMBUS, OHIO	E	10	WBNS-TV	1,175
CORPUS CHRISTI, TEX.	C	10	KZTV	350
DALLAS, TEX.	C	4	KRLD-TV	1,450
DAYTON, OHIO	E	7	WHIO-TV	1,100
DECATUR, ALA. (EMP)	C	23	WMSL-TV	70
DENVER, COLO.	M	7	KLZ-TV	900
DES MOINES, IOWA	C	8	KRNT-TV	700
DETROIT, MICH.	E	2	WJBK-TV	2,800
DICKINSON, N.D. (EMP)	M	2	KDIX-TV	60
DOTHAN, ALA. (EMP)	C	9	WTVY	150
DULUTH, MINN.	C	3	KDAL-TV	500
DURHAM, N.C.	E	11	WTVD	550
EL PASO, TEX.	M	4	KROD-TV	350
EPHRATA, WASH. (EMP)	P	43	KBAS-TV	50
Combination rate with Yakima and Pasco (EMP), Washington and Lewiston, Idaho (EMP)				425
ERIE, PA.	E	35	WSEE	250
EUREKA, CALIF.	P	3	KIEM-TV	200
Combination rate with Klamath Falls (EMP) and Medford, Oregon				275
EVANSVILLE, IND.	C	50	WEHT	400
FAIRBANKS, ALASKA†	P	11	KTVF	150
Combination rate with Anchorage, Alaska				250
Combination rate with Anchorage and Juneau, Alaska (EMP)				275
FLORENCE, ALA. (EMP)	C	15	WOWL-TV	50
FLORENCE, S.C.	E	8	WBTW	400
FORT MYERS, FLA. (EMP)	E	11	WINK-TV	50
FORT SMITH, ARK.	C	5	KNAC-TV	150
FORT WAYNE, IND.	C	15	WANE-TV	500
FRESNO, CALIF.	P	12	KFRE-TV	600
GLENDIVE, MONT. (EMP)†	M	5	KXGN-TV	50
GOODLAND, KAN. (EMP)†	M	10	KBLR-TV	50
GR'D JUNCTION, COLO. (EMP)	M	5	KREX-TV	100
MONTROSE, COLO. (Booster)	M	10	KREY-TV	*
GREAT FALLS, MONT.	M	5	KFBB-TV	175
GREEN BAY, WISC.	C	2	WBAY-TV	750
GREENSBORO-WINSTON-SALEM, N.C.	E	2	WFMY-TV	900
GREENVILLE, N.C.	E	9	WNCT	450
HARLINGEN, TEX.	C	4	KGBT-TV	300
HARRISBURG, PA.	E	55	WHP-TV	325
HARRISONBURG, VA.	E	3	WSVA-TV	250
HARTFORD, CONN.	E	3	WTIC-TV	1,750
HONOLULU, HAWAII††	H	9	KGMB-TV	400
HILO, HAWAII (Booster)	H	9	KHBC-TV	*
WAILUKU, HAWAII (Booster)	H	3	KMAU	*
HOUSTON, TEX.	C	11	KGUL-TV	1,100
HUNTINGTON-CHARLESTON	E	13	WHTN-TV	600
IDAHO FALLS, IDAHO	M	3	KID-TV	200

no charge is made for the "satellite" when used with the parent station. †Non-interconnected. ††Subject to film shipping charges, which are available on request.

City	Time Zone	Channel		Class A Hour Rate
INDIANAPOLIS, IND.	E	8	WISH-TV	$1,400
JACKSON, MISS.	C	12	WJTV	450
JACKSON, TENN. (EMP)	C	7	WDXI-TV	125
JACKSONVILLE, FLA.	E	4	WJXT	750
JEFFERSON CITY, MO.	C	13	KRCG-TV	325
JOHNSON CITY, TENN.	E	11	WJHL-TV	350
JOHNSTOWN, PA.	E	56	WARD-TV	200
JOPLIN, MO.	C	12	KODE-TV	300
JUNEAU, ALASKA (EMP) †	P	8	KINY-TV	50
Combination rate with Anchorage and Fairbanks, Alaska				275
KALAMAZOO-GRAND RAPIDS	E	3	WKZO-TV	1,300
KALISPELL, MONT. (EMP)	M	9	KULR-TV	50
KANSAS CITY, MO.	C	5	KCMO-TV	1,400
KEARNEY, NEB.	C	13	KHOL-TV	300
HAYES CENTER, NEB. (Booster)	C	6	KHPL-TV	*
KLAMATH FALLS, ORE. (EMP)	P	2	KOTI-TV	50
Combination rate with Eureka, California and Medford, Oregon (with no charge—no rebate for Klamath Falls, Oregon)				275
KNOXVILLE, TENN.	E	10	WBIR-TV	550
LA CROSSE, WISC.	C	8	WKBT	350
LAFAYETTE, IND. (EMP)	C	59	WFAM-TV	85
LAFAYETTE, LA.	C	10	KLFY-TV	200
LAKE CHARLES, LA. (EMP)	C	25	KTAG-TV	60
LANSING, MICH.	E	6	WJIM-TV	800
LAREDO, TEX. (EMP)	C	8	KGNS-TV	50
LAS VEGAS, NEV. (EMP)	P	8	KLAS-TV	125
LEWISTON, IDAHO (EMP)	P	3	KLEW-TV	50
Combination rate with Yakima, Ephrata (EMP) and Pasco (EMP), Washington				425
LEXINGTON, KY. (EMP)	C	27	WKYT	100
LINCOLN, NEB.	C	10	KOLN-TV	450
LITTLE ROCK, ARK.	C	11	KTHV	500
LOS ANGELES, CALIF.	P	2	KNXT	4,250
LOUISVILLE, KY.	C	11	WHAS-TV	1,000
LUBBOCK, TEX.	C	13	KDUB-TV	350
BIG SPRING, TEX. (Satellite)	C	4	KEDY-TV	**
MACON, GA.	E	13	WMAZ-TV	350
MADISON, WISC.	C	3	WISC-TV	600
MARQUETTE, MICH. (EMP)	E	6	WDMJ-TV	135
MASON CITY, IOWA	C	3	KGLO-TV	425
MEDFORD, ORE.	P	5	KBES-TV	175
Combination rate with Eureka, Calif. and Klamath Falls, Oregon (EMP)				275
MEMPHIS, TENN.	C	3	WREC-TV	1,100
MERIDIAN, MISS.	C	11	WTOK-TV	325
MIAMI, FLA.	E	4	WTVJ	1,250
MILWAUKEE, WISC.	C	6	WITI-TV	1,350
MINNEAPOLIS, MINN.	C	4	WCCO-TV	1,700
MINOT, N.D.	C	13	KXMC-TV	150
MISSOULA, MONT. (EMP)	M	13	KMSO-TV	100
MOBILE, ALA.	C	5	WKRG-TV	600
MONROE, LA.	C	8	KNOE-TV	400
MONTGOMERY, ALA.	C	20	WCOV-TV	225
NASHVILLE, TENN.	C	5	WLAC-TV	950
NEW ORLEANS, LA.	C	4	WWL-TV	1,000
NEW YORK, N.Y.	E	2	WCBS-TV	8,250
NORFOLK, VA.	E	3	WTAR-TV	925
OAK HILL, W.VA.	E	4	WOAY-TV	200

*In the event of failure of a "booster" station's facilities, a pro rata rebate is allowed.
**In the event of failure of a "satellite" station's facilities, no rebate is allowed since

City	Time Zone	Channel*		Class A Hour Rate
ODESSA, TEX.	C	7	KOSA-TV	$ 250
OKLAHOMA CITY, OKLA.	C	9	KWTV	875
OMAHA, NEB.	C	6	WOW-TV	950
ORLANDO, FLA.	E	6	WDBO-TV	500
OTTUMWA, IOWA (EMP)	C	3	KTVO	135
PANAMA CITY, FLA. (EMP) †	E	7	WJDM-TV	80
PARKERSBURG, W.VA. (EMP)	E	15	WTAP	100
PASCO, WASH. (EMP)	P	19	KEPR-TV	100
Combination rate with Yakima and Ephrata (EMP), Washington and Lewiston, Idaho (EMP)				425
PEORIA, ILL.	C	31	WMBD-TV	475
PHILADELPHIA, PA.	E	10	WCAU-TV	3,500
PHOENIX, ARIZ.	M	10	KOOL-TV	550
PITTSBURGH, PA.	E	2	KDKA-TV	2,400
PORTLAND, ME.	E	13	WGAN-TV	450
PORTLAND, ORE.	P	6	KOIN-TV	1,100
PRESQUE ISLE, ME. (EMP)	E	8	WAGM-TV	85
Combination rate with Bangor, Maine				400
PROVIDENCE, R.I.	E	12	WPRO-TV	1,200
QUINCY-HANNIBAL	C	7	KHQA-TV	450
RAPID CITY, S.D. (EMP)	M	3	KOTA-TV	120
HAY SPRINGS, NEB. (Satellite)	M	4	KDUH-TV	**
RENO, NEV.†	P	8	KOLO-TV	150
RICHMOND, VA.	E	12	WRVA-TV	650
RIVERTON, WYO. (EMP) †	M	10	KWRB-TV	50
ROANOKE, VA.	E	7	WDBJ-TV	675
ROCHESTER, N.Y.	E	10	WHEC-TV WVET-TV	800
ROCKFORD, ILL.	C	13	WREX-TV	450
ROCK ISLAND-DAVENPORT	C	4	WHBF-TV	900
SACRAMENTO, CALIF.	P	10	KBET-TV	900
SAGINAW, MICH.	E	57	WKNX-TV	300
ST. JOSEPH, MO.	C	2	KFEQ-TV	350
ST. LOUIS, MO.	C	4	KMOX-TV	1,900
SALINAS-MONTEREY, CALIF.	P	8	KSBW-TV	450
SAN LUIS OBISPO (Satellite)	P	6	KSBY-TV	**
SALISBURY, MD. (EMP)	E	16	WBOC-TV	70
SALT LAKE CITY, UTAH	M	5	KSL-TV	650
SAN ANGELO, TEX.	C	8	KCTV	200
SAN ANTONIO, TEX.	C	5	KENS-TV	700
SAN DIEGO, CALIF.	P	8	KFMB-TV	850
SAN FRANCISCO, CALIF.	P	5	KPIX	2,500
SAVANNAH, GA.	E	11	WTOC-TV	275
SCRANTON, PA.	E	22	WDAU-TV	550
SEATTLE, WASH.	P	7	KIRO-TV	1,000
SHREVEPORT, LA.	C	12	KSLA-TV	600
SIOUX CITY, IOWA	C	9	KVTV	500
SIOUX FALLS, S.D.	C	11	KELO-TV	500
FLORENCE, S.D. (Satellite)	C	3	KDLO-TV	**
RELIANCE, S.D. (Satellite)	C	6	KPLO-TV	**
SOUTH BEND, IND.	C	22	WSBT-TV	450
SPARTANBURG-GREENVILLE	E	7	WSPA-TV	525
SPOKANE, WASH.	P	4	KXLY-TV	500
SPRINGFIELD-HOLYOKE, MASS.	E	40	WHYN-TV	450
SPRINGFIELD, MO.	C	10	KTTS-TV	350
STEUBENVILLE-WHEELING	E	9	WSTV-TV	500
SWEETWATER-ABILENE (EMP)	C	12	KPAR-TV	150

no charge is made for the "satellite" when used with the parent station. †Non-interconnected.

City	Time Zone	Channel		Class A Hour Rate
SYRACUSE, N.Y.	E	8	WHEN-TV	$ 900
TAMPA, FLA.	E	13	WTVT	900
TERRE HAUTE, IND.	C	10	WTHI-TV	500
TEXARKANA, TEX.-ARK.	C	6	KCMC-TV	200
TOLEDO, OHIO	E	11	WTOL-TV	950
TOPEKA, KAN.	C	13	WIBW-TV	300
TUCSON, ARIZ.	M	13	KOLD-TV	250
TULSA, OKLA.	C	6	KOTV	875
TWIN FALLS, IDAHO (EMP)	M	11	KLIX-TV	85
VALLEY CITY, N.D.	C	4	KXJB-TV	425
BISMARCK, N.D. (Satellite)	C	12	KBMB-TV	**
WACO, TEX.	C	10	KWTX-TV	300
Combination rate with Bryan, Texas (EMP)				350
WASHINGTON, D.C.	E	9	WTOP-TV	1,650
WATERTOWN-CARTHAGE, N.Y.	E	7	WCNY-TV	225
WAUSAU, WISC.	C	7	WSAU-TV	300
WICHITA FALLS, TEX.	C	6	KSYD-TV	350
WICHITA-HUTCHINSON, KAN.	C	12	KTVH	700
WILLISTON, N.D. (EMP)†	C	8	KUMV-TV	65
YAKIMA, WASH.	P	29	KIMA-TV	275
Combination rate with Ephrata (EMP) and Pasco (EMP), Washington and Lewiston, Idaho (EMP)				425
YOUNGSTOWN, OHIO	E	27	WKBN-TV	500
YUMA, ARIZ. (EMP)	M	11	KIVA	125
TOTAL (based on combination rates)				$127,610

ALSO AVAILABLE

BUTTE, MONT.	M	4	KXLF-TV	$ 150
CLARKSBURG, W.VA.†	E	12	WBOY-TV	200
LANCASTER, PA.	E	8	WGAL-TV	1,450
THOMASVILLE-TALLAHASSEE†	E	6	WCTV	275

CANADIAN GROUP

38 STATIONS Available individually with network order.

(Excluded from all discounts. Special frequency and group discounts allowed by Canadian Broadcasting Corporation available on request. Interconnected stations subject to cable charges payable direct to CBC. Class C rates are 60% of gross rates.)

BARRIE, ONT.	E	3	CKVR-TV	$ 325
BRANDON, MAN.	C	5	CKX-TV	170
CALGARY, ALTA.	M	2	CHCT-TV	380
CHARLOTTETOWN, P.E.I.	A	13	CFCY-TV	185
DAWSON CREEK, B.C.†	P	5	CJDC-TV	75
EDMONTON, ALTA.	M	3	CFRN-TV	450
HALIFAX, N.S.	A	3	CBHT	340
KAMLOOPS, B.C.†	P	4	CFCR-TV	75
KELOWNA, B.C.†	P	2	CHBC-TV	100
PENTICTON, B.C. (Satellite)	P	13	CHBC-TV-1	**
VERNON, B.C. (Satellite)	P	7	CHBC-TV-2	**
KITCHENER, ONT.	E	13	CKCO-TV	480
LETHBRIDGE, ALTA.	M	7	CJLH-TV	200
LONDON, ONT.	E	10	CFPL-TV	485
MEDICINE HAT, ALTA.	M	6	CHAT-TV	75
MONCTON, N.B.	A	2	CKCW-TV	250
MONTREAL, QUE.	E	6	CBMT	890

** In the event of failure of a "satellite" station's facilities, no rebate is allowed since no charge is made for the "satellite" when used with the parent station. †Non-

Inter

City	Time Zone	Channel		Class A Hour Rate
NORTH BAY, ONT.	E	10	CKGN-TV	$ 165
OTTAWA, ONT.	E	4	CBOT	475
PETERBORO, ONT.	E	12	CHEX-TV	280
PORT ARTHUR, ONT.	E	2	CFCJ-TV	220
PRINCE ALBERT, SASK.	M	5	CKBI-TV	145
QUEBEC CITY, QUE.	E	5	CKMI-TV	200
RED DEER, ALTA.	M	6	CHCA-TV	100
REGINA, SASK.	M	2	CKCK-TV	290
RIMOUSKI, QUE.	E	3	CJBR-TV	240
ROUYN, QUE.†	E	4	CKRN-TV	100
ST. JOHN, N.B.	A	4	CHSJ-TV	300
ST. JOHN'S, NFLD.†	N	6	CJON-TV	240
GOOSE BAY, LAB. (Satellite)	N	8	CFLA-TV	**
STEPHANVILLE, NFLD. (Satellite)	N	8	CFSN-TV	**
SASKATOON, SASK.	M	8	CFQC-TV	255
SAULT STE. MARIE, ONT.	E	2	CJIC-TV	170
SUDBURY, ONT.	E	5	CKSO-TV	250
SWIFT CURRENT, SASK.	M	5	CJFB-TV	75
SYDNEY, N.S.	A	4	CJCB-TV	255
TIMMINS, ONT.	E	6	CFCL-TV	190
TORONTO, ONT.	E	9	CBLT	1,100
VANCOUVER, B.C.	P	2	CBUT	680
WINGHAM, ONT.	E	8	CKNX-TV	245
WINNIPEG, MAN.	C	4	CBWT	490
YORKTON, SASK.†	M	3	CKOS-TV	90
			TOTAL	$11,035

BERMUDA — GUAM — MEXICO — PUERTO RICO GROUP

5 STATIONS Available individually with network order.

AGANA, GUAM, M.I. (EMP)††	G	8	KUAM-TV	$ 50
MAYAGUEZ, PUERTO RICO††	E	5	WORA-TV	150
MEXICO CITY, MEXICO††	C	4	XHTV	350
PEMBROKE, BERMUDA (EMP)††	E	10	ZBM-TV	50
SAN JUAN, PUERTO RICO††	A	2	WKAQ-TV	250
			TOTAL	$850

CABLE CHARGES (Gross):	60 Min.	30 Min.	15 Min.
Transcontinental (Westbound)	$1,200	$ 600	$ 300
Transcontinental (Eastbound)	2,400	1,200	600

Cable charges for individual or combined interconnection of Denver and Salt Lake City, as well as special cable charges for Monday through Friday daytime segmented programs available on request.

FILM ORIGINATION CHARGES (Gross):			
Night or day	$1,000	$ 500	$ 250

VIDEO TAPE RECORDING CHARGES (Net):			
Nighttime	$ 300	$ 150	$ 75

VTR charges for daytime programs available on request.

Interconnected. ††Subject to film shipping charges, which are available on request.

GENERAL INFORMATION

COMMISSIONS:
A commission of 15% is allowed recognized advertising agencies on all station time charges (after deducting all discounts) and, unless otherwise specified, on all studio, film and remote facilities charges.

ACCEPTABILITY OF NETWORK ORDERS:
The CBS Television Network, as a national advertising medium, solicits and accepts those orders which will provide the largest nationwide circulation, the best program quality most suitable for a given time period, and which will leave no substantial portion of the nation without network service.

In the event that a nighttime order is placed for less than 80% (or a daytime order for less than 75%) of the then current applicable gross time charges of the U.S. Network, or such order omits any significant section of the United States, the CBS Television Network will, if it accepts the order, reserve the right to cancel the order at the end of any 26-week cycle on 60 days' prior notice.

DISCOUNTS:
The following discounts will be allowed, to extent earned, on gross billing for station time (not including Canadian stations) for all programs, except those sold on a shared-sponsorship basis for which separate discounts are established. "Satellite" or "Booster" stations are excluded in computation of all discounts. Extended Market Plan stations are excluded in computation of station-hour discount.

Station-Hour Discount: The following station-hour discounts, computed on gross weekly billing for station time only, of stations actually used, will be allowed to each advertiser using network broadcasts for twenty-six or more consecutive weeks:

Less than 30 station-hours per week	Net
30 or more but less than 50 station-hours	5%
50 or more but less than 60 station-hours	10%
60 or more but less than 70 station-hours	11%
70 or more but less than 80 station-hours	12%
80 or more but less than 90 station-hours	13%
90 or more but less than 100 station-hours	14%
100 or more station-hours per week	15%

In computing station-hour discounts, periods of less than one hour will be treated as the same percentage of an hour as the percentage of the rate for a full hour in the same time classification charged for that period. (For example, 30 minutes on one station equals 0.6 station-hour, irrespective of the time classification in which such 30 minutes fall.) Two or more network contracts for the same advertiser (excluding contracts for shared-sponsorship programs) may be combined in computing station-hour discount rate.

Annual Discount: At the end of 52 weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on station-time charges only, computed as follows: for consecutive-week advertisers, 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks; for alternate-week advertisers, 26 times 5% of the largest amount of weekly gross billing that has run consecutively for 26 alternate weeks.

Billing for stations added during an annual-discount year will be eligible for annual discount if continued to completion of such year.

Advertisers with both consecutive-week and alternate-week schedules will be given the benefit of 10% annual discount on weekly billing and 5% annual discount on alternate-week billing in excess of weekly billing, provided aggregate time ordered during the weeks with lower billing is at least equal to that ordered during the weeks with higher billing.

For sponsorship of sports programs for 52 consecutive weeks, an annual discount of 5% is allowed on station-time charges, provided such sports programs are not part of a series otherwise entitled to annual discount.

Discounts for Extended Market Plan: After all network discounts on gross billing for U. S. Extended Market Plan (EMP) stations ordered, discounts will be allowed on the net billing in accordance with the following schedule:

Less than 5 stations	Net
5 to 9 stations	5%
10 to 14 stations	7½%
15 to 19 stations	10%
20 to 29 stations	15%
30 or more, but not all stations	20%
All U.S. EMP stations	25%

The 39 U. S. EMP stations, available individually with a network order, are listed again here to facilitate discount computations:

	Class A Hour Rate
BELLINGHAM, WASH.	$ 100
BRYAN, TEX.	100
CARLSBAD, N.M.†	70
CASPER, WYO.	50
CLOVIS, N.M.	50
COLUMBUS, MISS.	100
DECATUR, ALA.	70
DICKINSON, N.D.	60
DOTHAN, ALA.	150
EPHRATA, WASH.	50
FLORENCE, ALA.	50
FORT MYERS, FLA.	50
GLENDIVE, MONT.†	50
GOODLAND, KAN.†	50
GRAND JUNCTION, COLO.	100
MONTROSE, COLO. (Booster)	*
JACKSON, TENN.	125
JUNEAU, ALASKA†	50
KALISPELL, MONT.	50
KLAMATH FALLS, ORE.	50
LAFAYETTE, IND.	85
LAKE CHARLES, LA.	60
LAREDO, TEX.	50
LAS VEGAS, NEV.	125
LEWISTON, IDAHO	50
LEXINGTON, KY.	100
MARQUETTE, MICH.	135
MISSOULA, MONT.	100
OTTUMWA, IOWA	135
PANAMA CITY, FLA.†	80
PARKERSBURG, W. VA.	100
PASCO, WASH.	100
PRESQUE ISLE, ME.	85
RAPID CITY, S.D.	120
HAY SPRINGS, NEB. (Satellite)	**
RIVERTON, WYO.†	50
SALISBURY, MD.	70
SWEETWATER-ABILENE, TEX.	150
TWIN FALLS, IDAHO	85
WILLISTON, N.D.†	65
YUMA, ARIZ.	125
TOTAL	$3,245

*In the event of failure of a "booster" station's facilities, a pro rata rebate is allowed.
**In the event of failure of a "satellite" station's facilities, no rebate is allowed since

Discounts for Shared-Sponsorship Programs: Available on request.

Daytime Contiguous Rates: Rates for multiple daytime orders available on request.

Over-All Discount: An over-all discount of 25%, computed on gross weekly billing for station time, applicable only to rates on this card, will be allowed in lieu of station-hour and annual discounts to advertisers who use a weekly minimum of $100,000 of gross billing for station time, or who average such weekly minimum in consecutive two-week periods, during 52 consecutive weeks of an established over-all discount year. Billing of shared-sponsorship programs and EMP station time will be included in computing total billing but shared-sponsorship billing may be entitled only to a maximum discount specified for any such program.

TIME OF PAYMENT:

Charges for facilities are payable immediately after each broadcast unless satisfactory arrangements are made for monthly payments. If such arrangements are made, allowance of the first 2% of gross billing included in the aggregate amount of discount to which any program may be entitled will be contingent upon payment of charges therefor on or before the 15th day of the month following the date of broadcast.

ACCEPTABILITY OF MATERIAL:

The CBS Television Network is a member of the National Association of Broadcasters. As a subscriber, the CBS Television Network provides its facilities to products, programs and continuity which adhere to the NAB Code and are acceptable to the CBS Television Network, as more fully set forth in the Network Facilities Agreement. Type of audience and program balance also may affect acceptability of product, program or continuity for specific time periods. The CBS Television Network will be glad to discuss such acceptability for specific time periods in advance of receipt of order.

no charge is made for the "satellite" when used with the parent station. †Non-Interconnected.

Competing Products: The CBS Television Network endeavors to maintain a separation of fifteen minutes or more between commercial announcements in adjacent programs for competing products, and reserves the right to require positioning of commercial announcements to effect such separation or to place such announcements adjacent to each other.

PRODUCTION FACILITIES:

The CBS Television Network Production Manual contains complete information as to rates for such services, together with detail as to the elements included.

OTHER AVAILABLE SERVICES:

Charges on request for package programs, sports events, film and other programs and components, announcers, commentators, talent, etc.

SALES AND ADMINISTRATIVE OFFICES:

THE CBS TELEVISION NETWORK

485 Madison Avenue, New York 22, N. Y.
630 N. McClurg Court, Chicago 11, Ill.
952 Fisher Building, Detroit 2, Mich.
Television City, Hollywood, Calif.

Org. Memo

CBS TELEVISION NETWORK

Office Communication

to: All Staff Employees of CTN, CND and CTS

from: W. Spencer Harrison

February 3, 1959

In order to coordinate and expedite the processing of facilities contracts and program sales contracts, the Business Affairs Department has organized a third operating unit which shall be responsible for all contracts for facilities and program sales.

Effective immediately, Mr. Richard Low is appointed Director of Contracts--Facilities and Program Sales. He will assume responsibility for (i) the processing of orders for time and programs, and (ii) the preparation and execution of facilities and program sales contracts.

WSH

Organ. Memos

CBS TELEVISION NETWORK

Office Communication

to: All Staff Employees of CTN, CND and CTS

from: Mr. Coleman

January 26, 1959

I am pleased to announce the reorganization of the Business Affairs Department as follows:

Effective as of the date of this memorandum, Mr. Salvatore Iannucci is appointed Director of Contracts--Talent and Rights, and Mr. Bernard Krause is appointed Coordinator of Program Costs.

In accordance with the appointments set forth above, it is contemplated that Mr. Iannucci will be primarily responsible for negotiations for the employment of talent, for the acquisition of rights, and for the acquisition of programs.

Mr. Krause will be primarily responsible for negotiations for staff personnel. Staff budgets, audition budgets and individual show budgets will be maintained generally by Mr. Krause for proper coordination with the Accounting, Production and Program Departments.

Operating authorities for specific shows will continue to be authorized by the Business Affairs executives designated, and changes in operating budgets will be authorized with their approval.

Merritt H. Coleman

Organization Memos

CBS NEWS

Office Communication

to: CBS News Organization cc Department Heads: CBS, CRD, CTN, CTS

from: Irving Gitlin

January 8, 1959

John F. Lynch has been appointed Assistant Director of Public Affairs, effective Monday, January 12th. Mr. Lynch replaces John P. Jefferson who died on November 27th.

Mr. Lynch has had long experience in the radio and television field, having served most recently as General Manager and Program Manager of the TODAY show on NBC.

Mr. Lynch was born in LaMoure, North Dakota and was part owner of The LaMoure Chronicle. He was reporter for the Fargo Forum and newswriter for WDAY, Fargo before joining the United Press in Chicago in 1943. He covered the midwest for the UP until he came to New York as Night Radio Editor for the UP. He resigned in 1951 to join NBC.

At NBC he has had a variety of administrative and program assignments, most recently in positions of increasing responsibility on the TODAY show.

I know you will join me in welcoming John Lynch to CBS.

pe

Hylan, Wm.

CBS TELEVISION NETWORK

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

WILLIAM H. HYLAN
Vice President
of Sales Administration

December 17, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

It gives me pleasure to announce that the CBS Television Network will soon inaugurate a new policy affecting time purchases which I am sure you will consider both progressive and desirable.

We have come to a decision to remove from our Rate Card the requirement for a minimum group of specified stations. In place of this requirement, the following criteria for determining acceptability of an order will apply:

> As in the past the CBS Television Network will continue to solicit and accept those orders which will provide the largest nationwide circulation, the best program quality and suitability for a given time period, and which will leave no substantial portion of the nation without network service.
>
> Effective March 1, 1959 and thereafter, all CBS Television Network affiliates located in the continental United States will be consolidated into a single list. In the event that a nighttime order is placed for less than 80% (or a daytime order for less than 75%) of the then current applicable gross time charges of such affiliates, or such order omits any significant section of the United States, the CBS Television Network will, if it accepts the order, reserve the right to cancel the order at the end of any 13-week cycle on 60 days' prior notice.

You will be interested to know that of all current network business, no nighttime order is for less than 80% of the present applicable gross time charges and only two daytime quarter hour periods are for

less than 75% of the present applicable gross time charges. The new policy will apply to new orders placed on or after March 1, 1959, and renewals of current orders on or after that date. Any current advertiser desiring to change his line-up after March 1, 1959, must communicate with us not later than January 15, 1959, so that we can work out the date on which such changes, if any, can be made effective.

With the adoption of this new policy the rate card classification of affiliates into groups such as "Basic Required," "Basic Optional," and "Supplementary" will be eliminated. Advertisers ordering stations in the Extended Market Plan Group will, however, continue to have the benefit of the special discounts available for stations ordered under the Extended Market Plan.

In addition to our requirement that substantial national coverage be provided, we naturally must recognize the needs and desires of co-sponsors. This will, of course, continue to be a consideration in the orderly administration of our new plan.

If you have questions as to specific application of the new policy to your time periods, we suggest you submit them to your assigned CBS Television Network sales representative.

Cordially,

Wm. H. Hylan

CBS TELEVISION NETWORK

A Division of Columbia Broadcasting System, Inc.

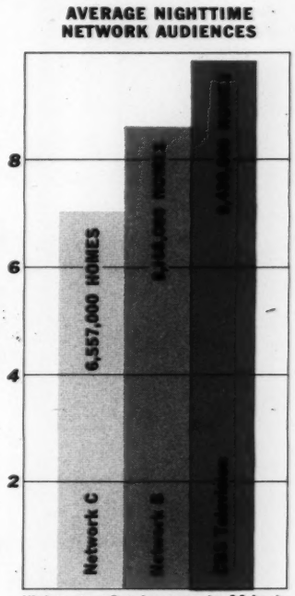
485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

WILLIAM H. HYLAN
Vice President
of Sales Administration

November 18, 1958

We now have complete, nationwide audience reports for the first month of the new television season, and the single statistic we like best is this: Our nighttime sponsors are averaging a million more viewers per minute than they were just a year ago.

The same reports (Nielsen, October I and II, 6-11pm) indicate that these sponsors are reaching 16 percent more families than nighttime advertisers on the second network; 44 percent more than on the third network. Looking at the same figures another way, our advertisers' programs account for most of the Top Ten...win five nights out of seven...and are first in their time period far more often than not. For example, in the latest report our programs are first in 31 nighttime half hours, second in 15, third in only 2. Clearly the odds are with you on the CBS Television Network.



Nielsen, two October reports, AA basis

Our daytime sponsors (Monday-Friday, 7am to 6pm) also lead their competitors on other networks by all the customary standards. In the period beginning October 12, with all three networks programming mid-day hours for the first time, CBS Television reaches 14 percent more families than the second network, 116 percent more than the third!

In good part this leadership can be credited to the biggest, ablest and most creative program staff in network television. But in equal measure it reflects the ability of our many friends in client and agency offices who contribute so much to the scope and quality of our program schedule. Needless to say, we appreciate their help in achieving these record audiences - and we are always interested in widening our circle of friends.

Sincerely yours,

Wm. H. Hylan

Hylan, Wm. H.

CBS TELEVISION NETWORK

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

WILLIAM H. HYLAN

Vice President
Sales Administration

July 15, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

It is my pleasure to announce that CBS Television is undertaking a series of important changes in its network sales structure designed to make it easier, more economical, and more profitable, for the daytime advertiser to do business with us.

Having pioneered in daytime network television, it is only natural that CBS should be first to recognize the problems which have developed, which are peculiar to our medium, and which now have become essential ingredients in the daytime picture.

You will find more complete detail in the enclosed memoranda, but here in brief are the changes designed for the benefit of all CBS daytime clients, present and prospective, together with effective dates:

1. A liberalization of our daytime product protection policy. We will continue our current practice of providing 15-minute separation between competing commercials in adjacent time periods. However, CBS Television will grant exclusive protection within segmented programs only on personality programs. On other programs protection will apply only on the day purchased, and we may schedule competitive products on other days of the week. Where a narrator or M. C. is concerned, exclusive use of such individual for a product will be protected on basis of priority. This is effective immediately.

2. A liberalization of our daytime contiguous rate policy. We will continue our current practice of allowing contiguous rates for non-contiguous daytime periods on the same broadcast day. However, this policy will be expanded so that its benefits may be shared by the advertiser's programming on other days of the same week. On a setup involving multiple segments on different

broadcast days, we will charge the first segment at the card rate for the period (40% for a quarter hour, 60% for a half hour, etc.) and each other segment at pro rata to the hour rate -- or 25% for each quarter hour. The only special requirement is that the first, or anchor, period must be a minimum of a quarter hour, Class "C." This system will apply to all segments - whether in the same show or different ones.

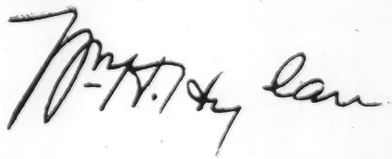
We are sure this will be attractive to current clients who enjoy standard contiguity but who wish to secure coverage on other days of the same week at little additional cost. And, of course, a few advertisers will enjoy immediate savings on the basis of their current schedules which involve more than one day of the week. This change will be made effective September 1, 1958.

3. A rate reduction for Saturday and Sunday afternoons and late afternoon on weekdays. We consider that the Class "B" rate has outlived its usefulness and that we should price these periods realistically. We therefore will change this category with the result that Class "C" will apply every day of the week from 9:00 AM to 6:00 PM, local time. (We do not anticipate, however, that our week-end sports events will be repriced since these events are sold at package prices which include already built-in discounts.) This change will be made effective September 29, 1958.

4. A liberalization of our exchange commercial policy. This change, though affecting but a few advertisers, is very important to those few. While designed primarily for daytime, it may be applied, if need be, to our evening alternate week sponsors. Through the splendid cooperation of our affiliated stations, in cases where mutually agreeable arrangements cannot be made between co-sponsors, it will now be possible to schedule exchange commercials in sustaining segments of the same program, although in some instances, the sponsor may incur nominal union costs. This change is effective immediately.

Please refer to the attached for more complete information or clarification of any points regarding product protection and rate contiguity. And, of course, your specific questions may be answered by your nearest CBS Television Network sales representative.

Sincerely,



July 15, 1958

A NEW CBS TELEVISION DAYTIME PRODUCT PROTECTION POLICY

Programs:

Advertisers on Personality Programs will be protected throughout the program. (The programs include ARTHUR GODFREY TIME, HOUSE PARTY, and CAPTAIN KANGAROO.)

Advertisers on Programs with an M.C. will be protected on the day (s) they buy. In addition, the first advertiser with protection for a product will also be entitled to exclusive use of the M.C. for that product. (The programs include FOR LOVE OR MONEY, PLAY YOUR HUNCH, THE VERDICT IS YOURS, etc.)

Advertisers on all Other Programs will be protected on the day (s) they buy.

Number Of Products:

Advertisers will be protected for two product categories in an alternate-week quarter-hour purchase, plus one additional product category for each additional alternate quarter-hour he purchases in the program, up to a maximum of five categories.

Adjacent Programs:

We will endeavor to maintain a separation of at least fifteen minutes in the network placement of commercials for competing products in accordance with established policy.

Procedures:

1. Subject to our prior approval and our right to withdraw permission on two weeks' notice, the sponsor may advertise any other product, provided it is noncompetitive to any protected product being advertised in the program or in an adjacency.

2. The determination of competitiveness and what constitutes a category must rest solely with the CBS Television Network.

3. The advertiser may change his protected categories by giving us at least forty-five days' prior written notice and receiving our written confirmation within one week, but we will endeavor to affect changes on less notice where feasible.

4. Exchange commercials are subject to the mutual consent of the advertisers and our continued acceptance of the practice as a business policy and must be noncompetitive to any protected, or subsequently protected, product in the adjacent time period.

5. Protection on Personality Programs will be for specific products only.

6. If any product is not advertised in a program for eight successive weeks, CBS Television may withdraw protection for that product by notice to the advertiser, with the understanding that we will consider the advertising plans of the sponsor and may agree to waive this requirement.

7. It is understood that this policy is subject to any product restrictions in agreements which only give us a right to resell portions of a program owned by an advertiser.

8. The product protection policy set forth above is a voluntary policy on the part of the CBS Television Network and is not a contractual obligation.

EXCHANGE COMMERCIALS IN SUSTAINING PERIODS

The following principles will be applicable in arranging exchange commercials in sustaining segments of the same program:

1. CBS will designate the sustaining segment into which the advertiser may insert the exchange commercial.

2. The advertiser will bear any out-of-pocket cost which may be payable to performers or others by reason of union requirements, etc., if such cost is incurred. In many cases, there should be no cost.

3. Where possible, the exchange will be placed on the same day and in the same time segment on the opposite week. Where this is not possible, it will be placed as closely as possible to such proper position.

4. In event of any conflict, the advertiser first in the program will have the right to the exchange position, unless he has been unable to arrange an exchange in a commercial segment because of self-imposed limitations.

5. CBS must reserve the right to cancel sustaining exchange arrangements in event the time period is sold, but will provide as much notice as possible, and endeavor to arrange for the incoming sponsor to continue the exchange provided it properly belongs in the segment.

6. Sustaining exchange arrangements are not applicable to the week-day CAPTAIN KANGAROO and MORNING NEWS programs.

July 15, 1958

A NEW DAYTIME CONTIGUITY POLICY FOR CBS TELEVISION

(Effective September 1, 1958)

The present policy calls for application of rate contiguity for daytime programs, which are not physically contiguous, provided such programs are broadcast on the same day of the week, i.e., two quarter-hour programs on Mondays, although separated in time, are billed at the half-hour (60%) rate rather than the two quarter-hour (80%) rate. This contiguity is applied to all stations on order for all programs on the day of broadcast.

In the future, this same-day contiguity will continue to apply, but, in addition, CBS Television Network advertisers will be able to secure contiguous rate advantage through use of other days of the same week which is not now possible.

Effective September 1, an advertiser who has, for example, two quarter-hour segments on two different days of the same week, will be able to purchase them on the following basis:

First quarter-hour.....40% (straight card rate)
Second quarter-hour .....25% (new contiguous rate)

This totals only 65%, instead of the 80% he would pay at straight card rates.

In other words, all time bought in the daytime (prior to 6:00 PM) after the first, or anchor day, will be at 25% of the hour rate per quarter-hour, the only requirement being that the first, or anchor segment must be a minimum of a quarter-hour Class "C". As at present, rate contiguity will apply to all stations commonly on order for all segments entitled to contiguous treatment.

Unless otherwise instructed by the agency, our billing for each segment of time will be equally divided, e.g., the 65% cited in the example will be billed at 32½% per segment, and station rebates will be handled accordingly in any event.

Time purchases throughout the week need not be in the same program vehicle. Segments from different CBS programs may be intermixed. The anchor period need not be the first day of the week, but properly should be the day with largest purchase of time, such as a half-hour block on Friday which would be the anchor (60%) for two other segments at 25% each, one on Monday and one on Wednesday. (In this case, the weekly percentage would be 110%, made up 60-25-25).

Our Estimating Department will provide contiguity combinations on request.

Organ. Memos

CBS TELEVISION

Office Communication

to: ALL STAFF EMPLOYEES OF CTD, OFFICERS AND DEPARTMENT HEADS OF CBS, INC.

from: Mr. Fisher

March 11, 1958

I am pleased to announce the following appointments in the CBS Television Legal Department.

Ronald Kaiser has joined the Legal Staff as an Attorney. Mr. Kaiser is assigned to the New York office and will work in the Broadcast Contracts and Rights Section under the supervision of Assistant General Attorney, Robert V. Evans. Mr. Kaiser is a graduate of New York University and New York University School of Law. He was a member of the Law Review staff and of the Benjamin F. Butler Club at law school. Prior to coming with CTD, Mr. Kaiser served as an attorney with the New York Quartermaster Purchasing Agency, the Legal Aid Society of New York, and W. T. Grant Company.

Franklin B. Rohner has joined the Legal Staff as an Attorney. Mr. Rohner is assigned to the West Coast Legal Office and will work under the supervision of Assistant General Attorney, Richard W. Jencks. Mr. Rohner is a graduate of Stanford University and Stanford Law School. He was on the Board of Editors of the Stanford Law Review, President of the Chi Psi chapter at Stanford and a member of Phi Delta Phi legal fraternity. Mr. Rohner was a 1st Lieutenant in the Judge Advocate General's Office, U. S. Air Force. Before coming with CTD, he served a year as law clerk to the Hon. Homer R. Spence, Judge, Supreme Court of California.

Mr. Isadore Rosenblatt, formerly an attorney in the West Coast Legal Office, who had served both CBS Radio and CTD, has joined the legal department of Paramount Pictures Corporation.

THOMAS K. FISHER

cp

Organ. Memos

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: CBS TELEVISION ORGANIZATION; OFFICERS OF CBS, CHD, CRD, CRI, CID, CLD and CND

from: Frank Stanton

March 11, 1958

CONFIDENTIAL: NOT FOR RELEASE

In 1951 when we completed the separation of our radio and television broadcasting activities, the CBS Television Division operated two wholly-owned stations, New York and Los Angeles. The CBS Television Network had gross time billings at an annual rate of $42½ million.

The CBS Television Network's gross billings for 1957 were approximately $240 million. The division now operates six company-owned stations, and has an application pending before the FCC for the purchase of WCAU-TV, Philadelphia. The other major units in the CBS Television Division today are CBS Television Spot Sales, CBS Television Film Sales, Inc. and Terrytoons. Some idea of the importance of these non-network units may be gained from the fact that they account for approximately half of the profits of the Division.

Because of the growth, size and complexity of the Television Division, the time has come to divide it along functional lines into two new separate operating divisions: the CBS Television Network and the CBS Television Stations.

Effective March 12, Merle S. Jones will become President of the CBS Television Stations Division and Louis G. Cowan will become President of the CBS Television Network Division. Messrs. Cowan and Jones will continue as Vice Presidents of Columbia Broadcasting System, Inc. Mr. Jones is a member of the Board of Directors; it is anticipated that Mr. Cowan will be elected to the CBS Board at its regular March meeting tomorrow.

The new divisions will include the following units:

<u>CBS Television Network Division</u>

All operations having to do with network programming, sales production, affiliate relations and the like, will be grouped in this division.

CBS Television Stations Division

This division will be composed of the six CBS-owned television stations, CBS Television Spot Sales, CBS Television Film Sales, Inc., Terrytoons and all other non-network departments in our television broadcasting activities.

We are indeed fortunate to have two such leaders as Merle Jones and Lou Cowan to head these two new divisions. Mr. Jones began his association with CBS at KMOX in 1936. Before he became President of the CBS Television Division, he served the company as a key executive in Chicago, Los Angeles, Minneapolis and St. Louis.

Mr. Cowan has been serving as CBS Staff Vice President--Creative Services. Before joining CBS in 1955, he was head of Louis G. Cowan, Inc. He has had a distinguished career in broadcasting. During World War II, Mr. Cowan served as chief of all New York operations for the Overseas Branch of the Office of War Information.

The end result of this growth development will, I am confident, be greater efficiency for all of our television operations. It is to be recognized that the transition will take time and will have its difficult phases. But I bespeak your patience and understanding until the details are resolved and the two new divisions are in full and effective operation.

The substance of this announcement will be given to the press later today for release Wednesday morning. Please protect the release date.

FRANK STANTON

from:

COLUMBIA BROADCASTING SYSTEM, INC.
485 Madison Avenue, New York 22, N.Y.
Plaza 1-2345

MR. EDWARD R. MURROW
485/17

March 11, 1958

CBS TELEVISION ACTIVITIES REGROUPED INTO TWO MAJOR OPERATING DIVISIONS

Merle S. Jones Becomes President of the CBS Television Stations Division; Louis G. Cowan Is Named President of CBS Television Network Division

A regrouping of CBS television activities into two major operating divisions and appointment of Merle S. Jones and Louis G. Cowan as the Presidents of the two new divisions were announced today by Dr. Frank Stanton, President of Columbia Broadcasting System, Inc.

Pointing out that CBS Television Network gross time billings have increased from an annual rate of $42 1/2 million in 1951 to $240 million in 1957, Dr. Stanton added that the CBS Television Division operates six Company-Owned stations and has an application pending before the FCC for the purchase of WCAU-TV in Philadelphia. He stated also that other major units of the CBS Television Division are CBS Television Spot Sales, CBS Television Film Sales, Inc. and Terrytoons, these non-network units accounting for approximately half of the profits of the Division. This growth, size and complexity of the CBS Television Division, he said, have made it necessary to divide it along functional lines into two new divisions: the CBS Television Network and the CBS Television Stations.

Effective March 12, Dr. Stanton stated, Mr. Jones will become President of the CBS Television Station Division and Mr. Cowan will become President of the CBS Television Network Division.

Mr. Jones became President of the CBS Television Division January 1, 1957. A Director and Vice President of Columbia Broadcasting System, Inc., he has been associated with CBS since 1936, serving the Company as a key executive in Chicago, Los Angeles, Minneapolis and St. Louis. He began his career with CBS at KMOX, St. Louis, Missouri.

Mr. Cowan has been serving as CBS Staff Vice President--Creative Services since 1955. Before joining CBS he was President of Louis G. Cowan, Inc. He is the winner of two Peabody Awards, four Ohio State Institute for Education by Radio-Television Awards and three Variety Showmanagement Awards. During World War II he served as chief of all New York operations of the overseas branch of the Office of War Information. It is expected that Mr. Cowan will be elected to the CBS Board of Directors at its regular meeting March 12.

The following statement was made by Dr. Frank Stanton in announcing the establishment of the CBS Television Network Division and the CBS Television Stations Division, and the appointment of Presidents of the two new divisions:

"In 1951 when we completed the separation of our radio and television broadcasting activities, the CBS Television Division operated two wholly-owned stations, New York and Los Angeles. The CBS Television Network had gross time billings at an annual rate of $42½ million.

"The CBS Television Network's gross billings for 1957 were approximately $240 million. The division now operates six company-owned stations, and has an application pending before the FCC for the purchase of WCAU-TV, Philadelphia. The other major units in the CBS Television Division today are CBS Television Spot Sales, CBS Television

Film Sales, Inc. and Terrytoons. Some idea of the importance of these non-network units may be gained from the fact that they account for approximately half of the profits of the Division.

"Because of the growth, size and complexity of the Television Division, the time has come to divide it along functional lines into two new separate operating divisions: the CBS Television Network and the CBS Television Stations.

"Effective March 12, Merle S. Jones will become President of the CBS Television Stations Division and Louis G. Cowan will become President of the CBS Television Network Division. Messrs. Cowan and Jones will continue as Vice Presidents of Columbia Broadcasting System, Inc. Mr. Jones is a member of the Board of Directors; it is anticipated that Mr. Cowan will be elected to the CBS Board at its regular March meeting tomorrow.

"The new divisions will include the following units:

CBS Television Network Division

All operations having to do with network programming, sales, production, affiliate relations and the like, will be grouped in this division.

CBS Television Stations Division

This division will be composed of the six CBS-owned television stations, CBS Television Spot Sales, CBS Television Film Sales, Inc., Terrytoons and all other non-network departments in our television broadcasting activities.

"We are indeed fortunate to have two such leaders as Merle Jones and Lou Cowan to head these two new divisions. Mr. Jones began his association with CBS at KMOX in 1936. Before he became President of the CBS Television Division, he served the company as a key executive in Chicago, Los Angeles, Minneapolis and St. Louis.

"Mr. Cowan has been serving as CBS Staff Vice President--Creative Services. Before joining CBS in 1955, he was head of Louis G. Cowan, Inc. He has had a distinguished career in broadcasting. During World War II, Mr. Cowan served as chief of all New York operations for the Overseas Branch of the Office of War Information.

"The end result of this growth development will, I am confident, be greater efficiency for all of our television operations."

* * *

CBS TELEVISION BIOGRAPHY
CBS Television Network
485 Madison Ave.,
New York 22, N.Y.

March 11, 1958

MERLE S. JONES, PRESIDENT OF THE CBS TELEVISION STATIONS DIVISION

Merle S. Jones became President of the CBS Television Stations Division effective March 12, 1958. Mr. Jones had been President of CBS Television since January 1, 1957. Previously he was CBS Television Executive Vice President (1956-57) and was Vice President in Charge of CBS-Owned Television Stations and General Services from July, 1951 until March, 1956.

Mr. Jones started in broadcasting in 1933 with radio station WAAW, Omaha, Nebraska, switching to KMBC, Kansas City, Missouri, in 1934. He joined CBS in 1936 as Assistant to the General Manager of KMOX, CBS-owned radio station in St. Louis.

Mr. Jones was transferred to Chicago in 1937 to manage the Western Division office of CBS Radio Spot Sales and later that year returned to KMOX as General Manager.

In October, 1944, Mr. Jones resigned at KMOX to join the Cowles Broadcasting Company as Vice President and General Manager of WOL, Washington, D. C., but returned to CBS in July, 1947 as General Manager of WCCO, CBS-owned radio station in Minneapolis-St. Paul.

Mr. Jones shifted his activities to the West Coast in 1949 when he was named General Manager of KNX, CBS-owned radio station in Los Angeles and of the Columbia Pacific Network. In January, 1951 he was placed in charge of KTSL (now KNXT), the CBS-owned television sta-

(More)

tion in Los Angeles, as well as KNX and the Columbia Pacific Network. Six months later, in July, 1951, he was appointed Vice President in Charge of CBS-Owned Television Stations and General Services and in March, 1956, he became CBS Television Executive Vice President.

Mr. Jones is married to the former Frances Green of Denison, Texas and lives in New York City. He was born in Omaha, Nebraska on August 14, 1905 and is a graduate of the University of Nebraska Law School.

* * *

CBS
TELEVISION
BIOGRAPHY
CBS Television Network
485 Madison Ave.,
New York 22, N.Y.

March 11, 1958

LOUIS G. COWAN, PRESIDENT OF CBS TELEVISION NETWORK DIVISION

Louis G. Cowan became President of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of Vice President -- Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product.

Mr. Cowan had joined CBS Television as a producer in August, 1955 -- responsible for the creation of new ideas and new programs in coordination with CBS Television's executive production staff.

He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. The fifty-odd radio and television programs he has produced have included $64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others.

He is Vice Chairman and Member of the Board (Executive Committee), National Book Committee; Member of the Board of the International Council of the Museum of Modern Art; Member of the American Association for the Advancement of Science; Member of the Board of Trustees, The Dalton Schools; Member, Board of Directors, Spiegel, Inc.

* * *

Hylan Wm.

CBS TELEVISION

Office Communication

to: Mr. Murrow cc: Mr. Jones

from: Mr. Hylan

November 15, 1957

Thanks for sending me Mr. Watson, Jr.'s letter to you, which I am returning herewith for your file.

I wonder, now that the Marian Anderson show has been scheduled for December 30th, if the time is opportune to make the next move in the direction of IBM.

I would appreciate your advising at your convenience.

WH

WILLIAM H. HYLAN

WHH:mjw

Hylan, Bill

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: William Hylan

from: Ed Murrow

November 12, 1957

The attached from Thomas Watson of IBM is self-explanatory. I will let you know after his boys have looked at the presentation.

fc

E.R.M.

Murphy, Adrian

COLUMBIA BROADCASTING SYSTEM

Office Communication

7

to: MR. MURROW

from: Dr. Stanton

April 21, 1955

The enclosed announcement was sent to the appropriate individuals in the organization today. Adrian Murphy's resignation is a sincere wish on his part to retire from active business.

In my opinion, CBS Radio will be in good hands. We are very fortunate in having Mr. Hayes available for this important job. Mr. Murphy will resign from the Board at the May meeting, and it is my intention to propose the election of Mr. Hayes at the same meeting.

FRANK STANTON

ww

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: CBS RADIO and DIVISION HEADS

from: Dr. Stanton

April 21, 1955

I regret to report that Adrian Murphy, President of CBS Radio and a Director of Columbia Broadcasting System, Inc., has decided to retire from active business.

At the same time, I am pleased to announce that effective today, Arthur Hull Hayes becomes President of CBS Radio.

I am sure all of us wish both of these CBS veterans the very best in their new activities. Speaking for myself, I know I shall miss Adrian Murphy, with his agile mind and his cheerful, capable and willing approach to our toughest problems. He has more than earned the privilege of enjoying the fruits of his labors.

Mr. Hayes returns to New York from San Francisco, where he has been Vice President of CBS Radio in charge of KCBS. He has held a number of important executive posts during his 21 years with CBS and is exceptionally well-equipped for the important responsibilities he is assuming today.

FRANK STANTON

Murphy, Adrian

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

ADRIAN MURPHY
President

January 31, 1955

Dear Ed:

This is a special word of thanks for participating in Ed Sullivan's CAVALCADE OF RADIO last evening.

If the ratings mean anything, they are certainly proof of the tremendous reservoir of interest in radio that exists -- as we have been telling each other for some time now.

Thanks a great deal, again.

Sincerely,

Adrian

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Organization Memos

PERSONNEL RELATIONS GUIDE

FOR NYC DEPARTMENT HEADS & SUPERVISORS

of CBS, INC., CID, CLD, CRD and CTD

Revised January, 1955

The Personnel Relations Guide has been prepared for your use in applying policies and practices to our New York labor grade office personnel.

Obviously, this Guide will not give you answers to all personnel problems that arise, so whenever you have any questions, please call us.

R. E. Kalaidjian

Personnel Relations Department

Concerning	Call	Section	Extension
Grievances	Charlie Burt	Personnel Administration	7141
Hirings, transfers and promotions		Employment Office	
	Dick Stanley - Employment Manager		7288
	Joan Kent - Interviewer		7289
	James Flood - Interviewer		7291
Hospitalization-Surgical Plan	Kay McKeon	Research and Records	555
Job Classifications Special Reviews	Les Sherman	Personnel Administration	7142
Regular Department Reviews	Vincent Soukup	Personnel Administration	7142
Medical Office	Dr. Jack Nelson	Medical Office	240
Military Service	John Anderson	Research and Records	505
Overtime	Don McCullen	Research and Records	7384
Personnel and Labor Research	John Anderson	Research and Records	505
Personnel Records	Don McCullen	Research and Records	7384
Secretarial Pool	Joan Kent	Employment Office	7289
Salary and Policy Administration	Charlie Burt	Personnel Administration	7141
Vacations	Les Sherman	Personnel Administration	7142

Treasurer's Office

Group Insurance	Orville Ent		367
Pension Plan	Rudolph Brill		500
Workman's Compensation	Orville Ent		367

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EMPLOYMENT POLICIES

I Medical Examination Required

To become a permanent employee it is necessary to pass a physical examination given by the Medical Office at 485 Madison Avenue, 12th floor.

II Trial Period For Permanent Employees

New employees are considered to be temporary for the first month or for whatever time the trial period exists as determined by mutual agreement. At the end of the trial period, the employee's status automatically becomes permanent.

III Temporary Employment

An employee hired for any defined period, for the run of a show, or as a military service replacement, shall be considered a "temporary" employee.

Temporary employees shall be treated as follows:

Vacations - same as for permanent employees only after they have been on payroll six months.

Promotions - same as for permanent employees, but shall be applicable only as against other temporary employees.

IV Part-Time Employment

Employees working alternate weeks, or for less than the normal work week, are part-time employees -- they may be either temporary or permanent.

Part-time employees are, in most instances, entitled to the same rights as full-time employees, pro-rated according to the hours they work compared to full-time employees.

V Employment of Relatives

No immediate relatives of anyone already on payroll may be hired.

Immediate relatives are defined as father, mother, son, daughter, brother, sister, husband or wife, nephew, niece, uncle, aunt, brother-in-law, sister-in-law. This rule does not include cousins.

When one employee marries another, neither should be required to resign as long as they do not work in the same department and are not in any direct or indirect supervisory relationship to each other.

CLASSIFICATION AND CLASSIFICATION PROCEDURES

A. When a new job is being established in your department, Personnel should be informed of all the details of the new job so that the proper classifications and salary range may be assigned prior to getting budget approval.

B. When there is a significant change in an employee's duties, Personnel should be checked to see if a change of job classification is warranted.

The time to do this is before the employee is told about the change.

JOB OPENINGS

Notify the Employment Office as soon as you know of a job opening in your department.

The following steps will be taken to fill the job:

1. A job opening notice will be sent to the department head by the Employment Office. This is to be posted in the department for two full working days so that any eligible employees in the department may be interviewed.

   Where a chain of vacancies occur in a department as a result of a promotion into a high level labor grade job, the resultant job openings will be filled through supervisor and department head selection without posting. Only when supervisors and department head are unable to determine a suitable replacement from within the department will that job then be posted.

2. The department head or supervisor should notify Personnel if no one in his department is qualified for the vacancy.

3. The Employment Office will refer to a tabulation which lists everyone by job class and seniority. Employees at a lower level in the same type of job as that where the opening occurs are considered first; i.e., if a Secretary 3 job opens, Secretary 2's are considered, then Secretary 1's.

4. If no qualified person is produced by this method, persons in allied jobs are considered; i.e., Clerks may be considered for Schedule Assistant jobs; Chief Clerks for Administrator 1 jobs, etc. if their experience qualifies them for the job to be filled.

5. Only when no qualified person is found through the above processes, will Personnel hire from outside sources.

Employees desiring future consideration for a better or different type of job, are encouraged to get on record with Personnel any special skills, education or background not previously recorded, so that they can be considered for transfer or promotion should a suitable opening occur.

PROMOTION INCREASE

When an employee is promoted to a higher labor grade, his new salary is determined as follows:

1. He receives the minimum of the new labor grade

   or

2. A 10% increase over the old base salary, whichever is higher; except if the 10% brings him above the promotion control rate. *

   In that case his salary is brought to that rate or he is given an increase as listed below, whichever is greater.

Promotion to Labor Grade	Weekly Increase
2, 3 and 4	$2.50
5, 6, 7 and 8	3.50
9, 10, 11 and 12	4.75

TEMPORARY PROMOTIONS

Any employee who fully assumes, for longer than two weeks, the duties of a higher classified job which is unfilled for any reason other than vacation, shall receive a 10% bonus over his normal salary starting with the third week. If the promotion becomes permanent, the regular promotion increase policy will be applied.

PERSONNEL RECORDS, FORMS AND PROCEDURES

I The Personnel Records section keeps information on employees' name, address, telephone number, marital status, military status, etc.

If this information changes on any of your employees, please encourage them to advise Personnel Records.

II The following forms are the most common forms in use and can be obtained from the Purchasing Stock Room:

Form	Procedure
Employment Notice (white)	Prepared by department head for all employees hired from the outside.

* See Appendix "A", pages 15, 16, 17.

Form	Procedure
Transfer or Salary Change Notice (yellow)	Prepared by department head when: a) an employee is promoted or receives an increase within his department, or b) an employee is transferred to his department from another department.
Severance Notice (blue)	Prepared by department head as soon as he knows the exact date an employee is leaving CBS.
Time Sheet	Prepared by designated person in each department showing the actual hours worked by everyone in the department.
Vacation Authorization	Prepared by designated person in each department and submitted to the Personnel Records Section two weeks before each employee's vacation, when prepayment is desired.

Note: All the above forms should have the necessary approvals before they are sent to Personnel.

OVERTIME AND HOURS OF WORK

I Hours of Work

All employees are hired on the basis of a 40-hour week. However, where operations permit, Department Heads may keep the actual working time as close to 35 hours as practicable.

II Overtime

Overtime Eligibility

Eligibility for overtime is based on the consideration of two main factors:

1. The Wage and Hour provisions of the Fair Labor Standards Act of 1938 as amended on January 25, 1950.

2. Established practices in the New York area for comparable jobs.

The first step that the Personnel Relations Department takes to determine whether a job is eligible for overtime is to test it with the Legal Department against the provisions of the Wage and Hour Act with respect to functions and salary paid. The law includes for overtime all jobs except those which fall into the categories of executive, administrative and professional as defined by the act.

> An employee is considered to be in the executive (supervisory) category and exempt from overtime if he earns $55.00 per week (CBS applies a minimum of $75.00) or more and meets certain tests such as performing less than 20% non-supervisory functions, or if he earns $100.00 or more a week and directs two or more employees, thejob is automatically excluded from overtime.
>
> In the administrative group, if an employee's salary is $75.00 per week or more and his work is directly related to management policies or business operations requiring the exercising of discretion and independent judgment, he is excluded.
>
> A professional employee earning $75.00 per week, whose work requires an advanced knowledge in a field of science, learning or original and creative work in an artistic field, is likewise excluded.
>
> If an administrative or professional employee earns $100.00 per week or more, such tests as whether the employee's job involves 20% or more non-administrative or non-professional work need not be applied.

After determining inclusions and exclusions under the law, the second step taken is to compare jobs ineligible under the law with area practice for similar jobs. On this basis, additional jobs not required by law have also been made eligible.

All employees in labor grades 1 through 8 are eligible for overtime payment. Overtime payment eligibility for employees in labor grades 9 through 12 depends on the nature of the job and is determined in accordance with the Federal Wage and Hour laws and established practices in the area. For the entire labor grade structure, approximately 91% of employees are eligible for overtime payment.

Overtime Payment

The overtime rate is one and one-half X one-fortieth of the base weekly pay.

For those employees eligible, overtime shall be paid for all hours worked in excess of 40 in any one week or for all hours worked on a sixth or seventh day, whichever is greater. For this purpose the WORK WEEK BEGINS SUNDAY AND ENDS SATURDAY.

Example:

Employee	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	
John Doe		X	X	X	X	X	X	Saturday is 6th Day
Jane Smith	X	X	X	X	X	X	X	Friday is 6th Day
Joe Brown	X	X		X	X	X	X	Saturday is 6th Day

Labor grade office employees not eligible for overtime payment, who work on a day off, may be given a substitute day off or have it added to their vacation.

III Time Off

Normal hourly credit shall be given for the following types of time off:

1. Company holidays listed on Page 7.
2. Any illness absence for which an employee is paid.
3. Time off to vote in a non-presidential election year.
4. Physical examinations required by Selective Service.
5. Veterans Administration physicals for veterans receiving disability pensions.
6. Absence due to uncontrollable circumstances affecting transportation.

NOTE: Only when time credit is given shall the day be considered a work day for the purpose of computing the number of days worked in the week.

No hourly credit is given for the following types of time off:

1. Personal business (death in family, illness at home).
2. Christmas shopping.
3. Jury Duty.
4. Extra time off given by the company for such things as bad weather, excessive heat, long weekends, the Company Golf Tournament, etc.
5. Illness absence for which an employee is not paid.
6. Inexcusable lateness.
7. Time spent attending courses, approved by the company, outside of regular working hours. In such cases, however, dinner money may be authorized.
8. Rosh Hoshanna and Yom Kippur
9. Good Friday.

IV Scheduling

Split Shifts

A regular weekly employee called in to work on a split shift should be credited with the time (exclusive of meal periods) intervening between the end of the first period on duty and the beginning of the second period, unless the company and the employee agree otherwise.

Office Hours

There are no standard company office hours. Hours are set for the employees in each department by the department head.

Major Schedule Changes

When a major change is made in an employee's work schedule, it should be discussed with the employee as far in advance as possible, and should take into consideration suggestions which may enable him to satisfy his personal requirements without interfering with operations.

"On Call" Hours

Specified hours during which an employee is required to be "on call", that is, available at a telephone at his home, shall be considered work hours. This should be applied only in case of an emergency. Department Head approval should be obtained in advance.

Days Off

Wherever possible, supervisors should give employees two consecutive days off each week.

Rest Between Assignments

Employees should receive 12 hours off between schedule assignments, except in emergencies.

HOLIDAYS

The following holidays are observed at CBS:

New Year's	Columbus Day
Washington's Birthday	Election Day (Presidential Election Year Only)
Memorial Day	
4th of July	Thanksgiving
Labor Day	Christmas

I Non-Presidential Elections

Labor grade office personnel should be scheduled for two hours off on these days in order to vote. Operating personnel in office areas, such as security guards, will be granted time off only on request.

Under New York State Law, other employees who request it must also be given two hours to vote.

II Religious Observance

Rosh Hoshanna and Yom Kippur are recognized as days of observance. For those who request it, a maximum of the two days for Rosh Hoshanna and the one day for Yom Kippur will be allowed with pay. During the Passover season, employees requesting it, may be granted the first, second, seventh and eighth days of the season, but only on a leave of absence basis without pay.

Sufficient time off should be given to employees to attend the three hour Church services on Good Friday, if requested.

Time credit should not be given for absence on these days.

III Compensation for Holidays

Holidays falling on Saturday are not included for any of the purposes listed below:

Holidays Worked: If an employee is required to work on a holiday, the supervisor, after discussing it with the employee, shall compensate him in one of the following ways:

i. Give an extra day's pay,
ii. Give an additional day off, or
iii. Have a day added to his vacation.

Holidays Falling on Days Off: If a holiday falls on an employee's day off, he shall:

i. Be given an additional day off, or
ii. Have a day added to his vacation.

Holidays Falling During Vacation: If a holiday falls during an employee's vacation, he shall:

i. Be given an additional day off, or
ii. Have a day added to his vacation.

VACATIONS

Vacation policy is as follows:

Employees hired	Amount of Vacation
--on or before March 31 of current year	1 week (after 3 months' service)
--on or before December 31 of preceding year	1 week (plus 1 additional week after 9 months' service)

Employees hired	Amount of Vacation
--on or before June 30 of preceding year	2 weeks
--on or before June 30 of fifth preceding year	3 weeks

If a holiday falls during an employee's vacation on any day except Saturday, he is to be given an additional day's vacation.

Compensating time off will not be given for illness or accident occurring during an employee's regularly scheduled vacation.

The regular vacation season runs from the beginning of April to the end of October. In an exceptional case, where an employee prefers a later date and you find it convenient, a vacation may be taken after October 31. Under company policy, vacations are to be completed during the current year and not carried over from one year to another.

VACATION SEVERANCE PAY

Upon termination of employment for any reason, an employee shall receive vacation severance in accordance with the following schedule:

Employees hired	Amount of Vacation Severance
With less than 3 months' service	0
After 3/31 of current year	0
Between 1/1 and 3/31 of current year	5 days (after 3 months' service)
Between 7/1 and 12/31 of preceding year	5 days (*) before completion of 9 months' service. 10 days after completion of 9 months' service.
Prior to 7/1 of preceding year	5 Days (*) before completion of 9 months' service. 10 days (*) after completion of 9 months' service.
Prior to 7/1 of 5th preceding year	15 days (*)

(*) If severed between December 26 and January 31 deduct 3 days.
If severed during February deduct 2 days.
If severed during March deduct 1 day.

Any vacation taken during the current year up to December 26, to be deducted from the vacation severance allowance before a payment is authorized.

MEAL ALLOWANCE

I The following policy applies to employees in the labor grade structure:

A. If an employee works 10 or more elapsed hours in any one day (including a one hour meal period) he is entitled to a $2.00 meal allowance.
Example: An employee who starts work at:
9:00 A.M. is entitled to payment after 7:00 P.M.
9:30 A.M. is entitled to payment after 7:30 P.M.
10:00 A.M. is entitled to payment after 8:00 P.M.

B. If an employee works on a scheduled day off (excluding holidays) he is entitled to $2.00 after the first 5 elapsed hours, and an additional $2.00 after a total of 10 elapsed hours (including a one hour meal period).
Example: An employee who works from 9:00 A.M. is entitled to a meal allowance after 2:00 P.M.; if he continues to work until 7:00 P.M., he is due an additional $2.00.

II Employees above the labor grade structure will receive meal allowance on the same basis as above, except that the amount will be limited at the discretion of the department head.

III Every petty cash slip submitted must be signed by the department head.

LEAVES OF ABSENCE (NON-MEDICAL)

Leaves of absence are occasionally granted for vital reasons such as marriage, sickness in family and death in family. Before granting such a leave, you should check with the Policy Administration Section. If a leave of absence is granted, inform Mr. Dean by memo prior to the leave to insure the employee's pension rights, and send a carbon copy to Mr. McCullen in Personnel.

SICK LEAVE

Before a leave of absence for medical reasons can be granted, the department head should arrange for the employee to be examined by the Medical Office. As soon as the Personnel Department is informed of the nature of the illness, the Policy Administration Section will determine the application of Company Sick Leave Policy and discuss with the department head the recommended action.

The company plan for sick leave is administered on an individual basis, taking into account such factors as: employee's length of service, the employee's record and type of illness.

Compensating time off will not be given for illness or accident occurring during an employee's regularly scheduled vacation.

Employees should be instructed to phone the department head as early as possible whenever they are unable to report to work due to illness.

Whenever an employee is ill for more than one week, please phone the Personnel Administration Section.

DISABILITY BENEFITS

For information about New York State disability benefits, contact John Anderson.

MILITARY RESERVE LEAVES

The following policy will apply to those employees who participate in Army, Navy, Air Force, State Guard, National Guard, or other authorized military reserve programs.

1. Reserve officers and enlisted men who must go on two weeks active duty in the summer, will receive the difference between their military pay and their CBS base salary for this period. The two weeks active duty can be taken in addition to any vacation due.

2. To make sure that the records of employees given such special leave are kept properly, the department head should inform Personnel of each such leave by memo as soon as authorized.

MILITARY SERVICE BENEFITS

I Severance Pay

To all full-time permanent employees with at least six months company service who enter the armed forces, severance pay will be given in an amount equal to the difference between regular CBS pay and starting pay in the armed forces as follows:

Length of Service	Difference Between CBS and Armed Forces Pay for:
6 months to 1 year	3 weeks
1 to 2 years	4 weeks
2 to 3 years	6 weeks
3 to 5 years	8 weeks
5 to 6 years	12 weeks
6 years and over	16 weeks

In addition to the above severance, vacation severance will be given in accordance with schedule on page 9.

II Insurance

The company will continue, until further notice, its policy of contributing to the cost of insurance coverage of employees entering military or naval service who have been insured under the company's cooperative life insurance plan.

III Pensions

The terms of the CBS Pension Plan are such that contributions may not be made for the benefit of participants if they are not actively employed. However, the plan also provides that while in military service, their continuity of employment is not interrupted for pension plan purposes.

IV Job Status

Employees entering the armed services: Permanent employees entering the armed forces will be guaranteed their former job or a comparable one upon return and will receive full seniority rights, in accordance with the provisions of Section 9 of the Selective Service Act of 1948.

Employees transferred into positions open as a result of a CBS employee entering military service: Employees transferred or promoted into such positions will be told that CBS plans to restore them to their former or a comparable position upon the return of the original employee from military service.

Employees hired into positions open as a result of a CBS employee entering military service: Employees hired into such positions will be told that their employment by us will be on a temporary basis and subject to termination upon the return of the original employee from military service.

JURY DUTY

Full-time permanent employees who are called to jury duty should receive their full pay for time on duty.

PENSION PLAN

When employees become eligible for the CBS Pension Plan, they are notified directly by the Pension Plan Administrator and are given details of the plan at that time.

An employee covered by the CBS Pension Plan, who leaves the company, should be informed to contact the Pension Plan Administrator directly for information as to available options.

EMPLOYEE-MANAGEMENT COMMITTEE

This is a committee consisting of two Management members representing CBS, Inc., CID, CLD, CRD and CTD for New York, and ten Employee Group representatives. The committee meets monthly in order to discuss ways in which CBS can be made a better place to work, to handle grievances and problems and to exchange information concerning the company and employees.

The representation of the Employee Group of the E-M Committee is based on the following eight categories covering all labor grade employees: Administrative, Clerical, Professional, Secretarial, Service and Maintenance, Supervisory, Typing and Machine Operators, and TV Production Center. For each 150 employees in a category, one representative is elected to serve a one year term.

The activities of the E-M Committee are reported in the monthly publication of TIE-LINE.

GRIEVANCES

The following procedure is included in the "Operating Guide for the Employee-Management Committee" and has been accepted as CBS grievance policy:

Step 1. Employees are encouraged to raise problems with their supervisors.

Step 2. If the supervisor does not resolve the problem, the employee will take it to his representative.

Step 3. The representative will present the grievance to a designated member of the Personnel Department.

Step 4. A meeting will be set up including:

a. The employee;
b. The representative and one other member of the Employee Group;
c. A representative of the Personnel Department;
d. The supervisor of the aggrieved employee.

Step 5. If the grievance is not resolved, it will be turned over to two members of the Employee Group and two members of the Management Group. This sub-committee may invite other persons to confer with them.

Step 6. If still not resolved, it will be turned over to the full Employee-Management Committee.

DISCHARGE AND SEVERANCE PAY

If you find it necessary to discharge an employee, company policy is to GIVE A FINAL WARNING before the discharge takes effect. At that time the employee should be told what improvements are expected if he is to be retained.

All employees discharged, except where discharge is the result of drunkenness, dishonesty or gross insubordination, shall be given severance pay in accordance with the following scale:

Length of Service	Severance Pay
Up to one month	None
1 to 6 months	1 week
6 to 9 months	2 weeks
9 to 12 months	3 weeks
1 to 2 years	4 weeks
2 to 3 years	5 weeks
Over 3 years	6 weeks

Discharged employees will also be given vacation severance in accordance with schedule on Page 9.

DEATH BENEFITS (New York Executive and Labor Grade Office Personnel)

In the event of the death of an employee, a payment may be made to the beneficiary or immediate family in accordance with the following service schedule:

Length of Service	Salary To be Paid
Up to one month	None
1 to 6 months	1 week
6 to 9 months	2 weeks
9 to 12 months	3 weeks
1 to 2 years	4 weeks
2 to 3 years	5 weeks
Over 3 years	6 weeks

APPENDIX A

COLUMBIA BROADCASTING SYSTEM, INC.

New York Job Classifications and Salary Rates
in Each Labor Grade as of March 28, 1954

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification	Promotion Control Rate *
1	Messenger	$41.00	-	-
2	Clerk, Junior	43.00	$45.00	$46.00
	File Clerk 1			
	Usher	3.15 show 3.80 show (Chief)	-	-
3	Chartist 1	45.00	47.00	55.00
	Clerk			
	Dryer Operator			
	Service Supervisor 1			
4	Typist-Clerk	47.00	49.00	58.00
	Watchman (Transmitter)			
5	Addressograph Operator	50.00	52.00	62.00
	Clerk, Senior			
	File Clerk 2			
	Guard			
	Mimeograph Operator			
	Receptionist			
	Service Supervisor 2			
6	Chartist 2	53.00	55.50	66.00
	Microfilm Operator			
	Payroll Assistant			
	Schedule Assistant			
	Secretary 1			
	Typist, Senior			
	Varitypist			
7	Clerk, Administrative	55.00	58.00	75.00
	Comptometer Operator			
	Ediphone Operator			
	Keypunch Operator			
	Librarian 1			
	Paint Boy			
	Service Supervisor 3			
	Supervisor 1			
	Secretary 2	57.50	61.00	78.00

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification	Promotion Control Rate *
8	Assistant Steward	$58.00	$61.00	$78.00
	Bookkeeping Machine Operator			
	Chartist 3			
	Copywriter 1			
	Editorial Researcher 1			
	Music Library Assistant			
	Preliminary Interviewer			
	Research Assistant			
	Stock Clerk 1			
	Telephone Operator			
	Secretary 3	62.50	65.00	81.00
9	Accountant, Jr.	63.00	67.00	84.00
	Artist 1			
	Clerk, Chief			
	Editor 1			
	Nurse			
	Supervisor 2			
	Service Supervisor 4			
	Stock Clerk 2	65.00	70.00	87.00
	Secretary 4	65.00	70.00	87.00
10	Administrative Assistant	68.00	74.50	95.00
	Auditor 1			
	Buyer 1			
	Chauffeur			
	Copywriter 2			
	Editor 2			
	Editorial Researcher 2			
	Negative Retoucher			
	Photo Printer			
	Press Info Rep., Jr.			
	Program Contacter			
	Secretary 5			
	Service Supervisor 5			
	Steward			
	Tabulator Operator			
	Teletype Operator			
11	Accountant, Sr.	79.50	89.50	113.00
	Administrator 1			
	Analyst			
	Artist 2			
	Buyer 2			
	Draftsman 1			
	Librarian 2			
	Photographer 1			
	Supervisor 3			

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification	Promotion Control Rate *
12	Administrator 2 Auditor 2 Copywriter 3 Draftsman 2 Editor 3 Photographer 2 Press Info Rep., Sr. Service Supervisor 6 Supervisor 4 Tax Accountant	$98.08	$110.00	$136.00

Note: Legal and Bilingual secretaries, because of technical requirements, may be hired up to $10.00 above the minimum rate for the classification. When this rate is above the adjusted rate, there will be no further increase in six months.

*When an employee is promoted into a new labor grade, if a 10% increase brings the new salary above the promotion control rate, the employee receives an increase to the promotion rate, or the amount listed below, whichever is greater:

Labor Grade to Which Promoted	Weekly Increase
2 - 3 - 4	$2.50
5 - 6 - 7 - 8	3.50
9 - 10 - 11 - 12	4.75

Organization

COLUMBIA BROADCASTING SYSTEM, INC.

BOARD OF DIRECTORS

BUSH, PRESCOTT S.

59 Wall Street, New York City 5, Bowling Green 9-1650; Grove Lane, Greenwich, Connecticut, Greenwich 8-2488 and Greenwich 8-4223

CHAPMAN, FREDERICK L.

35 Wall Street, New York City 5, Whitehall 4-0366; 177 East 77 Street, New York City 21, Rhinelander 4-0366

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49 Moore Road, Bronxville, N.Y., Bronxville 2-1070

IGLEHART, J.A.W.

14 Wall Street, New York City 5, Rector 2-3300
RFD, Lutherville, Maryland, Towson 0764

LEVY, LEON

123 S. Broad Street, Philadelphia, Pa., Kingsley 5-8310; Henry Avenue and Schoolhouse Lane, Philadelphia, Pa., Victor 4-0620

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123 S. Broad Street, Philadelphia 9, Pa., Pennypacker 5-6770; 101 West Hampton Road, Philadelphia, Pa., Chestnut Hill 7-2024

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1 South William Street, New York City 4, Bowling Green 9-3904; 191 Library Place, Princeton, New Jersey, Princeton 3097

STANTON, FRANK

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?

SCHRADE, A. J., Vice President in Charge of West Coast
Operations

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1929 Hyperion Avenue, Los Angeles 27, California

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HILL, ROBERT W.

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28 Ocean Avenue, Marble Head, Mass., Marble
Head 3163

MANN, GEORGE P., JR.

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Marble Head 1238

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76 Lafayette Street, Salem, Mass., Salem 2260;
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HILL, ROBERT W., Clerk and Secretary

70 Washington Street, Salem, Mass., Salem 2173;
28 Ocean Avenue, Marble Head, Mass., Marble Head 3163

Organization Memos

CBS TELEVISION

Office Communication

to: THE ORGANIZATION

from: N. C. Hadley

November 22, 1954

In order to speed up the processing of Long Distance telephone calls, effective immediately, when giving Budget Numbers to the operators, use only your location number and Department Number. All location numbers should also be extended to 3 digits and all department numbers to two digits by prefixing the necessary amount of zeros to the code numbers.

The following codes are given as an example:

Technical Operations Dept.

Radio Network	001 - 04
Television Network	202 - 04

Program Administration Dept.

Radio Network	001 - 41
WCBS - AM	031 - 41
Television Network	202 - 41
WCBS - TV	232 - 41

Executive Dept.

Radio Network	001 - 99
Television Network	202 - 99
Corporate	414 - 99
Film Sales Inc.	300 - 99

Show charges and personal calls will continue to be coded and handled as at present.

If you have any question as to your code number please call your respective Budget Sections for the proper information before placing your call. Operators have been instructed to request this procedure be followed.

N.C.H.

N.C.H.

Organization Memos

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: News and Public Affairs Employees

from: Mr. J. M. Connors

November 17, 1954

For your guidance, this restates the company's policy on some of the procedures to be followed in accounting for expenses.

I. Petty Cash Slips must:

1. Be in ink or typed.
2. Have receipts attached for all purchases.
3. State origination and destination of all transportation.
4. State name and function or affiliation of anyone entertained.
5. State explanation of any unusual item.
6. Be submitted within 30 days of the expenditure.
7. State basis for meal allowance, if it is requested.
8. State the account number to which the expense is to be charged. (If the expense is attributable to a program, the show budget number, and the appropriate Radio or Television form should be used. If the expense is Departmental, the Department account number and the Corporate form should be used.)

II. Travel Expense Reports must:

1. Be in ink or typed.
2. State origination and destination of all transportation.
3. Have receipt or stub for transportation attached.
4. State all business expenses in detail.
5. Have hotel bill and receipts for all purchases attached.
6. List room charges for each day separately from all other charges on hotel bill.
7. Explain entertainment in detail, including name and function or affiliation of person entertained.
8. State explanation of any unusual item.
9. State purpose of travel.
10. Not have any charge for Air Insurance. (All employees are covered by a blanket policy.)
11. Be submitted within 30 days of the expenditure.

Columbia Broadcasting System, Inc. Organization Memo F. 508

OFFICE COMMUNICATION

To News Department Personnel

From Mr. Connors

Station

cc: Messrs. E. Morgan, J. Forsander, J. Burke, D. Zellmer, R. Skedgell, H. Wefing

September 30, 1954

Effective October 3, 1954, the accounting and personnel records will reflect News Department expenses on the Corporate books.

New budget numbers have been assigned. A copy is attached for your information. Your new budget number is:

414-710-43

This number is to be shown on petty cash slips, expense reports, requisitions, etc. And effective as of October 3, you should discontinue using Radio or Television petty cash slips, expense reports, or requisitions. The Corporate forms should be used.

"Show" expenses will continue to be charged to the Radio or Television divisions. Those budget numbers will remain unchanged.

COLUMBIA BROADCASTING SYSTEM, INC. Revision #2

CODE OF ACCOUNTS

General Ledger Account #710

DEPARTMENT News - Domestic DEPARTMENT NO. 43

SUB ACCOUNT	SUFFIX	DESCRIPTION
01		Salaries
01	02	Salaries - Announcers - AFTRA (Stations Only)
01	17	Salaries - Graphic Artists
01	27	Salaries - Newswriters
01	30	Salaries - Program Show Assistants
01	54	Salaries - Correspondents & News Analysis
01	70	Salaries - Reporter Contacts - I.A.T.S.E.
02		Overtime -
02	02	Overtime - Announcers - AFTRA (Stations Only)
02	17	Overtime - Graphic Artists
02	27	Overtime - Newswriters
02	30	Overtime - Program Show Assistants
02	70	Overtime - Reporter Contacts - I.A.T.S.E.
03		Meal Money
04		Travel & Travel Entertainment
05		Local Entertainment
06		Local Transportation
07		Long Distance Telephone & Telegraph
08		Office Supplies & Stationery
09		Postage
10		Miscellaneous
123		Dues & Memberships
180		Newsfilm Purchases - Stringers
187		Photos & Negatives
196		Records & Transcriptions Operational
224		Services - Drayage & Express
228		Services - Press
279		Subscriptions
303		Telephone - Private Lines
304		Teletype

LOCATION DESIGNATIONS TO BE USED FOR THIS DEPARTMENT

RADIO	TELEVISION	CORPORATE AND LABORATORIES
21 61 81 51 91	262 292	414 416 415 420

Amended 10/3/54 Original 12/30/51

organization memos

MR. EDWARD R. MURROW

from:

COLUMBIA BROADCASTING SYSTEM, INC.
485 Madison Avenue, New York 22, N.Y.
Plaza 1-2345

September 29, 1954

The activities of Columbia Records Inc. in the future will be carried on by the same organization as a division of the Columbia Broadcasting System, Inc., it was announced today by Frank Stanton, President of CBS. Columbia Records Inc. is being dissolved, effective today, Sept. 30, as a corporate subsidiary.

The purpose of the organizational change, Dr. Stanton said, is to permit greater integration of activities of Columbia Records with CBS, Inc., and to simplify the over-all corporate structure. The change will not affect personnel in any way, he noted.

The change in status of Columbia Records, which manufactures and sells records and phonographs, completes the reorganization of the major individual units of the Columbia Broadcasting System so that all now are divisions of the parent company.

The major divisions of CBS and their presidents are: CBS Radio, Adrian Murphy; CBS Television, J. L. Van Volkenburg; Columbia Records, James B. Conkling; CBS-Columbia, radio and television sets, Seymour Mintz; CBS-Hytron, electronic tubes, Charles F. Stromeyer; CBS Laboratories, electronic research, Peter C. Goldmark; and CBS International, export sales, Lewis Gordon.

* * *

Organizational Memo

Columbia Broadcasting System, Inc.

F. 508

OFFICE COMMUNICATION

To CBS News & Public Affairs Organization

Copy to Department Heads

From Edward P. Morgan

Station

September 16, 1954

It is a pleasure to be able to announce the appointment of Henry O. Wefing as Executive Assistant to the Director, CBS News, for office and personnel management.

Mr. Wefing will have charge of schedules for editors and writers, payroll overtime, vacation schedules and relief and other related matters involving both radio and television newsroom personnel in New York. He will also supervise the output of the newsroom copy desks.

Mr. Wefing has one of the longest service records in CBS News, having joined CBS in 1939.

Columbia Broadcasting System, Inc.

Organization

F. 508

OFFICE COMMUNICATION

To News and Public Affairs Staff

cc: Department Heads

From Mr. Connors

Station

September 7, 1954

Herbert Benton has been named Budget Control Officer for the Washington Office of CBS, Inc. News and Public Affairs.

As many of you know, Mr. Benton has been acting in this capacity for CBS Television for several months. His new duties will now include the budget control functions for the integrated CBS News and Public Affairs Department in Washington.

Organization memo

Columbia Broadcasting System, Inc.

F. 503

OFFICE COMMUNICATION

To News and Public Affairs Personnel

From Jack Bush

Station

September 1, 1954

A memorandum from Mr. Mickelson last Friday outlines the general functions of the Film Production division of the Department.

I think you may be interested to know the organization setup within the new division.

Bob Rheineck - Chief Engineer will be responsible for film standards and equipment research, the maintenance of film technical equipment, laboratory processing, quality control, and space requirements.

Virginia Dillard - Manager of the Film Library. I am very happy to announce the addition of Miss Dillard to the staff. She comes to CBS News with many years experience as a librarian. Previously with RKO-Pathe and more recently with Telenews, Miss Dillard will be in charge of our library operations including the sale and purchase of library film.

Ed Cooper - Traffic Manager will continue to be responsible for courier service to all local points and the traffic control of all national and international shipments.

Dick Butterfield - Administrative Assistant will handle various administrative assignments such as billing, the review of office procedures and the control of the Film Production division's expenditures.

Dave Tullen will continue to be responsible for the film camera crews, and the allocation of camera, sound and lighting equipment.

Bill Kling will continue to be responsible for the film editing crews including the development of film editing procedures.

Each of these people will report directly to me.

Columbia Broadcasting System, Inc. Organization memos

F. 508

OFFICE COMMUNICATION

To News and Public Affairs Personnel

cc: Department Heads

From Mr. Mickelson

Station

August 27, 1954

I am pleased to be able today to add two more names to the executive staff of the News and Public Affairs Department.

The first is Jim Connors, who has already begun functioning as Budget Control Officer of the Department. His duties will now encompass both Radio and Television.

The second, Jack Bush, who for the last year has been Manager of Newsfilm Syndication. He will now become Manager of Film Production. In this newly created position he will have complete authority over engineering, camera, lighting and sound, film editing, traffic, operations, and the Library, in the Film Division of News and Public Affairs. He will assume his new duties sometime within the next few days.

I hope you will all cooperate as fully with these two men as you have with the other members of our staff.

SIG MICKELSON

Columbia Broadcasting System, Inc. Organization Memos F. 508

OFFICE COMMUNICATION

To News and Public Affairs Personnel

cc: Department Heads

From Mr. Mickelson

Station

August 24, 1954

I am pleased to be able to make the following announcements with respect to personnel in the new News and Public Affairs Department:

1.- Ted Koop will begin to function, upon his return from Europe early in September, as Director of News and Public Affairs for CBS in Washington.

2.- Howard Kany, within a few days, will assume the new position of Manager of Newsfilm.

3.- Ted Church will shortly become a correspondent for News and Public Affairs in Washington.

I am personally delighted that each of these men has agreed to take over the duties listed and hope you will give them your fullest cooperation.

SIG MICKELSON

Columbia Broadcasting System, Inc. Organization memos F. 308

OFFICE COMMUNICATION

To News and Public Affairs Personnel

From Mr. Mickelson

Station

cc: Messrs. Van Volkenburg, Murphy, Robinson, Ommerle, Gottlieb, Maulsby, Jacobson, Crandall, Gould

August 24, 1954

Effective immediately, the phrase "CBS News" should be used in all references to the CBS News Department. Likewise, the Public Affairs Department should be referred to as "CBS Public Affairs". These descriptive phrases should be used in all credits, in switching cues, and in all air and publicity references to the activities of these departments.

SIG MICKELSON

Columbia Broadcasting System, Inc.

F. 503

OFFICE COMMUNICATION

To News and Public Affairs Staff, CRD and CTD

Copies: Department Heads

From Mr. Mickelson

Station

August 16, 1954

A memorandum from Dr. Stanton last Friday outlines in general terms the changes now being effected in the News and Public Affairs divisions of CBS Radio and CBS Television. In that same memorandum Dr. Stanton promised that I would very shortly announce plans for the new organization and for the over-all coordination of news and public affairs activities for both Radio and Television.

I know each of you is interested in your own future in the new organization. Full details, of course, cannot be given in a memorandum of this type, but it is possible now to give you a brief description of the structure of the new News and Public Affairs Department. I sincerely hope that this will answer many questions.

Within the new department there will be two principal programming areas: one for news and one for public affairs. I'm delighted to be able to announce that Edward P. Morgan has accepted the position of Director of News and Irving Gitlin the position of Director of Public Affairs. They are starting their new duties at once.

A third unit will be established as a division of special projects. This will be headed by Elmer Lower, who will be responsible for special program units, combined operations involving both News and Public Affairs, and miscellaneous matters which fall into neither news nor public affairs areas.

There will be two other divisions with independent status:

1) Newsfilm, for which a manager has yet to be selected. This division will embrace the entire field of film syndication as it applies to news and public affairs. It will include, in addition to the regular daily output, various types of special features and full-length filmed public affairs programs. The job naturally will involve close liaison with CBS Television Film Sales, Inc.

2) Film Production, for which a manager likewise has yet to be selected. This is a new division created to act as a service department for all News and Public Affairs activities utilizing film. It will embrace engineering; camera, sound, and lighting operations; film editing; traffic; and library.

Following are further details regarding the News and Public Affairs divisions:

News Division: A number of basic changes will be effected under Mr. Morgan's supervision. The pivotal area will be a Central News Desk supervised by an Assignment Editor. This desk will maintain direct control over all correspondents and camera teams. It will clear assignments for Radio News, Television News, Public Affairs programs in both Radio and Television, and Special Programs.

Radio News broadcasts will be produced by a Radio News Division under the supervision of an Executive Producer of Radio News. A similar unit will be set up for Television News production. Personnel for these three key positions - Assignment Editor, Executive Producer-Radio News, and Executive Producer Television News - will be announced shortly.

Public Affairs Division: This division also will be broken down into radio and television units. Stuart Novins will head the Radio division, with the title Associate Director of Public Affairs for Radio, and George Crothers the Television division, as Associate Director of Public Affairs for Television. Both will report to Mr. Gitlin.

Sports: The Sports divisions of Radio and Television will be combined into a single unit serving both media. John Derr will become Director of Sports.

Talks: Talks, likewise, will function for both Radio and Television. Helen Sioussat will continue to be Director of Talks.

The unit heads for Sports and Talks will also report to Mr. Gitlin.

* * *

This gives you a brief picture of the organization which officially starts functioning today. I know that it doesn't answer all questions concerning your exact position and duties. I can only ask that you have patience and recognize the complexities of the changes involved. In the meantime, I'll do the best I can personally to answer your questions and I'm sure that Ed Morgan and Irv Gitlin will do likewise.

Even though the next few weeks may be trying, I'm sure that all of you realize the tremendous possibilities for improvement of our services that these changes open up. It will now be possible for all divisions of News and Public Affairs, both radio and television, to draw freely from our talented pool of correspondents which has so frequently been described as "the best in the business". It should also enable us not only to maintain but to strengthen our tradition of leadership.

I am confident that all of you will give your fullest cooperation toward keeping CBS clearly dominant in the field of news and public affairs.

Sig Mickelson

Columbia Broadcasting System, Inc.

Organization memo

F. 503

OFFICE COMMUNICATION

To THE ORGANIZATION: CBS, CRD & CTD

From Dr. Stanton

Station

August 13, 1954

Effective August 16, the News and Public Affairs Departments of CBS Radio and CBS Television will be combined into a single operating unit serving both broadcasting divisions. This consolidation will not only provide greater flexibility in our world-wide news and public affairs coverage, but it will permit the greatest possible use of our newsmen and correspondents in both radio and television, and allow both media to take advantage of the rich experience of our foreign staff.

Sig Mickelson will direct this integrated operation as Vice President of Columbia Broadcasting System, Inc. in charge of CBS News and Public Affairs. While the unit will serve both networks, it will operate as a department of CBS for administrative purposes.

Mr. Mickelson will shortly announce plans for the new organization and coordination of all news and public affairs activities for both radio and television.

A move of this magnitude involving complex human relations which span both oceans can never take place by merely issuing a mimeographed memorandum. Because it always takes longer and is much more complicated than it ever appears at the outset, I ask for your cooperation and patience during the process of reorganization.

FRANK STANTON

Columbia Broadcasting System, Inc.

F. 508

OFFICE COMMUNICATION

Organization 50

To ALL PERSONNEL RELATIONS GUIDE HOLDERS

From R. E. KALAIDJIAN

Station PERSONNEL RELATIONS

April 9, 1954

Attached is a revised "Appendix A" (pages 15, 16, 17) of the Personnel Relations Guide for New York Department Heads and Supervisors.

APPENDIX A

COLUMBIA BROADCASTING SYSTEM, INC.

New York Job Classifications and Salary Rates
in Each Labor Grade as of March 28, 1954

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification	Promotion Control Rate *
1	Messenger	$41.00	-	-
2	Clerk, Junior	43.00	$45.00	$46.00
	File Clerk 1			
	Matron			
	Usher	3.15 show	-	-
		3.80 show (Chief)	-	-
3	Chartist 1	45.00	47.00	55.00
	Clerk			
	Dryer Operator			
	Elevator Operator			
	Service Supervisor 1			
4	Building Service Assistant	47.00	49.00	58.00
	Typist-Clerk			
5	Addressograph Operator	50.00	52.00	62.00
	Clerk, Senior			
	File Clerk 2			
	Guard			
	Mimeograph Operator			
	Receptionist			
	Service Supervisor 2			
6	Accountant 1	53.00	55.50	66.00
	Chartist 2			
	Microfilm Operator			
	Payroll Assistant			
	Schedule Assistant			
	Secretary 1			
	Typist, Senior			
	Varitypist			
7	Clerk, Administrative	55.00	58.00	75.00
	Comptometer Operator			
	Ediphone Operator			
	Keypunch Operator			
	Librarian 1			
	Paint Boy			
	Service Supervisor 3			
	Supervisor 1			
	Secretary 2	57.50	61.00	78.00

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification	Promotion Control Rate *
8	Assistant Steward	$58.00	$61.00	$78.00
	Bookkeeping Machine Operator			
	Chartist 3			
	Copywriter 1			
	Editorial Researcher 1			
	Music Library Assistant			
	Preliminary Interviewer			
	Program Assistant			
	Research Assistant			
	Stock Clerk 1			
	Telephone Operator			
	Secretary 3	62.50	65.00	81.00
9	Accountant 2	63.00	67.00	84.00
	Artist 1			
	Clerk, Chief			
	Editor 1			
	Nurse			
	Service Supervisor 4			
	Stock Clerk 2	65.00	70.00	
	Supervisor 2			
10	Administrative Assistant	68.00	74.50	95.00
	Auditor 1			
	Buyer 1			
	Chauffeur			
	Copywriter 2			
	Editor 2			
	Editorial Researcher 2			
	Negative Retoucher			
	Photo Printer			
	Press Info Rep., Jr.			
	Program Contacter			
	Secretary 4			
	Service Supervisor 5			
	Steward			
	Tabulator Operator			
	Teletype Operator			
11	Accountant 3	79.50	89.50	113.00
	Administrator 1			
	Analyst			
	Artist 2			
	Buyer 2			
	Draftsman 1			
	Librarian 2			
	Photographer 1			
	Supervisor 3			

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification	Promotion Control Rate *
12	Administrator 2 Auditor 2 Copywriter 3 Draftsman 2 Editor 3 Photographer 2 Press Info Rep., Sr. Service Supervisor 6 Supervisor 4 Tax Accountant	$98.08	$110.00	$136.00

Note: Legal and Bilingual secretaries, because of technical requirements, may be hired up to $10.00 above the minimum rate for the classification. When this rate is above the adjusted rate, there will be no further increase in six months.

*When an employee is promoted into a new labor grade, if a 10% increase brings the new salary above the promotion control rate, the employee receives an increase to the promotion rate, or the amount listed below, whichever is greater:

Labor Grade to Which Promoted	Weekly Increase
2 - 3 - 4	$2.50
5 - 6 - 7 - 8	3.50
9 - 10 - 11 - 12	4.75

Columbia Broadcasting System, Inc.

F. 508

OFFICE COMMUNICATION

To ALL NEW YORK PERSONNEL IN THE LABOR GRADE STRUCTURE (CBS, Inc., CID, CLD, CRD, CTD)

From THE EMPLOYEE-MANAGEMENT COMMITTEE

Station

Organization Memos.

April 5, 1954

Attached, for your reference, is an up-to-date copy of the Employee-Management Committee Operating Guide. It includes recent revisions in text and election procedures, as approved by the full Committee.

It is to your advantage to be familiar with this Guide. Provisions within it cover the purpose and structure of the Employee-Management Committee through which you are represented to top Management.

Revised - March 1954

OPERATING GUIDE FOR THE EMPLOYEE-MANAGEMENT COMMITTEE

I PURPOSE

A. Discuss ways in which CBS can be made an even better place to work.

B. Bluntly face up to grievances and problems, and see what can be done about them.

C. Exchange useful and pertinent information concerning the Company and its employees more completely and more speedily.

II STRUCTURE

A. Number of Representatives

i. The Employee Group of the Employee-Management Committee will be composed of members elected from seven groupings of employees doing similar types of work at 485 Madison Avenue and vicinity, with one additional grouping for personnel at the TV Production Center and 54th Street.

The "Type of Work" Groups are:

Service and Maintenance
Typing and Machine Operators
Clerical
Secretarial
Professional
Supervisory
Administrative

The following scale will be applied in determining the number of representatives for each type of work group:

No. of Employees	No. of Representatives
0-150	1
151-300	2
301-450	3
451-600	4
601-750	5
751-900	6

As of February 1954, the Employee Group had the following representation:

Type of Work Groups (485 Madison Ave. and vicinity)	No. of Representatives
Service and Maintenance	2
Typing and Machine Operators	1
Clerical	2
Secretarial	2
Professional	1
Supervisory	1
Administrative	1
TV Production Center and 54th Street	2
Total	12

ii. The Management Group of the Employee-Management Committee will consist of two or more members of Management and a secretary.

B. Nomination and Election Procedure

A two member Election Subcommittee will be set up from the Employee Group. The Personnel Relations Department will prepare the ballots, print them, and distribute them with accompanying memos with the approval of the Subcommittee.

A ballot will be printed listing the employees in each group. A different color ballot will be used to designate each group.

A ballot will be sent to each employee in an individually addressed envelope with a return envelope enclosed. There will be no identification appearing on the ballot.

The employee will be asked to designate nominees in the order of his choice - three nominees for every one representative to be elected.

On the election ballot the employees will be asked to designate one choice for each representative to be elected.

Employees will be asked to return the ballot to Personnel within 24 hours, regardless of whether they vote or not.

Tally of Ballots

i. Nomination

Where there are six nominees; i.e., nominations for two representatives:

6 points for appearing as 1st choice
5 points for appearing as 2nd choice
4 points for appearing as 3rd choice
3 points for appearing as 4th choice
2 points for appearing as 5th choice
1 point for appearing as 6th choice

Where there are three nominees; i.e., nominations for one representative:

3 points for appearing as 1st choice
2 points for appearing as 2nd choice
1 point for appearing as 3rd choice

Employees receiving the highest total of points will appear on the election ballot.

ii. Election

Three nominees will appear on the election ballot for every one representative to be elected.

For the election, the employee or employees receiving the most votes is elected.

Members of the Election Subcommittee will be present when nomination and election ballots are counted.

Employees in the following jobs, due to the policy making factors in these jobs, while eligible to vote for Employee Group representatives, are ineligible to serve as Employee Group representatives:

i. CBS, Inc.

Secretaries to the Chairman of the Board (W. S. Paley)
Secretaries to the President (F. Stanton)
Executive File Clerk (20th Floor)
Secretary to Vice President (L. W. Lowman)
Secretary to Vice President (R. Salant)
Secretary to Vice President (D. O'Shea)
Secretary to Vice President (H. S. Meighan)
Secretary to Vice President (W. C. Gittinger)
Secretary to Treasurer (S. R. Dean)
Secretary to General Auditor (A. S. Padgett)
Secretary to Director of Legal Departments (J. F. Brauner)
Secretary to Senior Corporate Attorney (M. Neaman)
Secretary to Director of Labor Relations (W. C. Fitts)

Personnel Relations Department

All Labor Grade personnel are ineligible to serve except Payroll Assistants, Supervisor 2 of Payroll Section, Time Clerk and Typist-Clerk.

ii. CID

Secretary to President (L. Gordon)

iii. CLD

Secretary to President (P. C. Goldmark)

iv. CRD

Secretary to President (A. Murphy)
Secretary to Administrative Vice President (J. Seward)
Secretary to Administrative Vice President (J. K. Smith)

v. CTD

Secretary to President (J. L. Van Volkenburg)
Secretary to Vice President in Charge of Operations (F. Falknor)
Secretary to Vice President in Charge of CBS Owned Stations and General Services (M. S. Jones)
Secretary to Vice President and Assistant to President (E. Saxe)

Ballots for the nomination and election of Employee Group representatives will be sent to all full time, permanent Labor Grade personnel appearing on staff according to the most current payroll tabulation available at the time.

The names of personnel who appear on Employee Group nominating ballots will also be taken from the most current payroll tabulation available at the time. Part time, temporary employees and employees who, due to the nature of their jobs, as explained and listed above, are excluded from service as Employee Group representatives, will not appear on the nominating ballots. However, the latter personnel, who are excluded from service due to the nature of their jobs, will be eligible to vote provided that they are permanent, full time employees, and all Labor Grade employees will be represented by the Employee Group of the Employee-Management Committee.

C. Officers of the Committee

i. The officers of the Employee Group will be Chairman, Vice Chairman and Secretary to be elected by the Employee Group.

ii. The Management Group will have a Chairman.

D. Tenure of Office

Representatives will serve one year terms.

Elections will take place every six months to replace or reelect Employee Group representatives, each May and November.

No elected representative may serve as the representative of any one group for more than two consecutive terms.

Where an Employee Group category grows in size so that it becomes necessary to add a second representative, and this is necessitated at the same time that the post of the first representative is voted upon, the following procedure will be followed:

Of the six nominees in the final balloting, the employee who receives the highest number of votes will serve an 18 month term as a representative. The employee who receives the second highest number of votes will serve a one year term. Thereafter, both representatives will be replaced or reelected for regular one year terms.

E. Impeachment Procedure

To impeach any representative, 1/3 of the employees he represents must sign a petition asking for impeachment.

A vote will be taken and a 2/3 vote of his constituents is required to remove the representative from office.

F. Filling Committee Vacancies

When a representative resigns, is promoted, or transferred, he will be temporarily replaced by the employee receiving the next highest number of votes in the previous election.

In those Employee Group categories having one representative, the runner-up in the last set of final elections will have been serving as an alternate at Employee Group meetings and will serve as the replacement.

If the next highest person is unavailable when the vacancy occurs, or if he resigns, is promoted or transferred subsequent to his appointment, the Employee Group may appoint a temporary replacement from the group he represents.

All appointees to the Employee Group must be confirmed in office at the next general election after appointment, unless the representative's post being filled was due to be voted upon at that time.

G. Grievance Procedure

1. Employees are encouraged to raise problems with their supervisors.

2. If the Supervisor does not resolve the problem, the employee will take it to his representative.

3. The representative will present the grievance to a designated member of the Personnel Department.

4. A meeting will be set up including:

   a. The employee
   b. The representative and one other member of the Employee Group
   c. A representative of the Personnel Department
   d. The supervisor of the aggrieved person.

5. If the grievance is not resolved, it will be turned over to two members of the Employee Group and two members of the Management Group. This subcommittee may invite other persons to confer with them.

6. If still not resolved, it will be turned over to the full Employee-Management Committee.

H. Amendment Procedure

1. Any proposal to amend this Operating Guide will be raised by the Employee or Management Group at its respective meeting.

2. The proposal will then be presented to a permanent Amendment Subcommittee consisting of the Chairmen of the two groups. This subcommittee will either:

a. Agree upon the substance of the amendment and prepare a draft to be presented to the full committee,

or

b. If agreement cannot be reached by the Chairmen on either substance or text, the original proposal will be opened to full Committee discussion.

3. To be incorporated, the amendment must be approved by at least 80% of the total representatives in each group. In voting, each group will poll its own members.

III MEETINGS

A. How often:

i. The Employee Group will meet alone once a month.
ii. The Employee-Management Committee will meet once a month.
iii. Special meetings may be held as agreed between the two chairmen.

B. Regular meetings will be held on company time.

C. The Agenda for the Employee-Management Committee meetings will be prepared by the Management Secretary and the Employee Secretary.

D. Reporting results of the Employee-Management Committee Meetings:

i. Notes will be prepared by the two secretaries and approved by the two chairmen or their representatives. This summary will be distributed to Committee members.

ii. A publication called TIE-LINE, a report of each meeting for all labor grade employees, will be written by an employee chosen by the Management and Employee Groups.

TIE-LINE

Volume III, No. 4 April 1, 1954

5 PER CENT ACROSS-THE-BOARD INCREASE SET FOR NEW YORK LABOR GRADE EMPLOYEES

MINIMUMS ALSO UPPED 2 PER CENT

E-M Committee Plan Calls for Upgrade of 11 Job Groups

New York labor grade employees next week will receive a 5 per cent increase in wages, retroactive to March 29th, as the result of a Management announcement on Tuesday during a special meeting of the Employee-Management Committee. The increase will be reflected in pay checks distributed on Friday, April 9th.

In addition, Management stated it would increase all minimums by approximately 2 per cent and would upgrade eleven job classifications. Management also said it was interested in hearing more details from the Employee Group about its desire to improve the CBS pension plan.

The Employee Group expressed keen disappointment with Management's response to its "package plan" submitted earlier this month. The Employee Group reminded Management that its proposal was prepared in accordance with employee response to questionnaires sent out in February. They indicated to Management their strong feeling that the Management response to the proposal fell far below their anticipations. They stated that the granting of either a higher percentage increase or the 5 per cent increase plus some of the other benefits requested would have been satisfactory. It was also felt that the increase in minimum salaries and the upgrading of a small number of job classifications do not affect a sufficient number of employees to be considered of general benefit -- which was the primary interest in these particular discussions.

Under the new wage plan formula, all labor grade employees on payroll prior to Monday, March 29, will receive a general increase of 5 per cent or the new minimum for their job class, whichever is greater. For employees with six months or more service in their job class, it will be 5 per cent or the new adjusted rate, whichever is greater. (See new rate structure attached to determine which amount you will receive.)

As in past E-M Committee wage formulas, employees hired or promoted prior to March 29th, with less than 6 months' service in their job class, will, after completing 6 months' service in the job class, receive the same adjusted rate increase they were scheduled to receive when entering the new job, or the new adjusted rate, whichever is greater.

The Employee Group, in its package plan, had made a pitch for a 7½ per cent across-the-board increase and the establishment of a merit fund amounting to 2½ per cent of the total labor grade payroll for the payment of merit increases. In offering the 5 per cent increase, Management presented details of its 1954 survey on wages which covered the cost-of-living rise (1.4 per cent in New York City since April, 1953), what the city's top paying companies and other broadcasting concerns had given or were planning to give in 1954 (this averaged 5 per cent), and the union increases granted by CBS in the past years (this averaged 5 per cent also).

Management strongly recommended that the full 5 per cent be paid as an across-the-board increase rather than setting aside a portion of it for merit. In a statement to the Employee Group, Management said: "From past experience, we feel that under a merit system, the majority of employees who do not receive a merit increase are disappointed, and ill-will results. Promotion from within takes care of a great number of meritorious people through advancement to better jobs at more money. During 1953, for example, 563 promotions were received by New York office employees."

Management, in turning down an employee proposal to revise the Christmas bonus plan on a profit-sharing basis rather than a straight week's pay, maintained that CBS is the only company "in our business" to pay a Christmas bonus, that its payment was determined each year by the Board of Directors, and thus could not be tied to a prescribed formula, and that according to the most recent National Industrial Conference Board survey, only 11.5 per cent of the 3,500 companies studied had profit-sharing plans.

Management admitted, in turning down the request for additional holidays, that some New York City companies "do slightly better than CBS and our industry" in this respect. It maintained, however, that broadcasting is a 24-hours-a-day, seven-days-a-week proposition, unlike most other businesses. Management further maintained its holiday policy was equal to other networks and better than the advertising agencies. However, assurance was given that a close watch will be made of the industry pattern on holidays and should any significant change develope the company will improve its holiday policy.

In refusing to accept the employee plan for 4 weeks' vacation after 10 years of service with the company, Management claimed the CBS vacation policy "more than compensates" for its holiday policy. It cited a Commerce and Industry survey of 476 New York City companies which showed that 45.8 per cent of these concerns give 3 weeks after 10 or more years of service, that 46.4 per cent limit vacations to 2 weeks or less, and that only 7.8 per cent give 3 weeks after 5 years, which is the current CBS policy. "We feel we are so far ahead of the parade already," Management stated, "that no further improvement in our vacation policy is warranted."

The Employee's package plan also had asked for an improvement in the time-off policy (now a maximum of 3 hours) on Good Friday. "Our policy is in accord with the majority of companies in New York City," Management said. "If, however, any problems arise in the future about releasing people in this connection, we will certainly cooperate wherever we can."

New York Job Classifications and Salary Rates
In Each Labor Grade as of March 28, 1954

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification
1	Messenger	$41.00	
2	Clerk, Junior	43.00	$45.00
	File Clerk 1		
	Matron		
	Usher	3.15 show 3.80 show (Chief)	
3	Chartist 1	45.00	47.00
	Clerk		
	Dryer Operator		
	Elevator Operator		
	Service Supervisor 1		
4	Building Service Assistant	47.00	49.00
	Typist-Clerk		
5	Addressograph Operator	50.00	52.00
	Clerk, Senior		
	File Clerk 2		
	Guard		
	Mimeograph Operator		
	Receptionist		
	Service Supervisor 2		
6	Accountant 1	53.00	55.50
	Chartist 2		
	Microfilm Operator		
	Payroll Assistant		
	Schedule Assistant		
	Secretary 1		
	Typist, Senior		
	Varitypist		
7	Clerk, Administrative	55.00	58.00
	Comptometer Operator		
	Ediphone Operator		
	Keypunch Operator		
	Librarian 1		
	Paint Boy		
	Service Supervisor 3		
	Supervisor 1		
	Secretary 2	57.50	61.00

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification
8	Assistant Steward	$58.00	$61.00
	Bookkeeping Machine Operators		
	Chartist 3		
	Copywriter 1		
	Editorial Researcher 1		
	Music Library Assistant		
	Preliminary Interviewer		
	Program Assistant		
	Research Assistant		
	Stock Clerk 1		
	Telephone Operator		
	Secretary 3	62.50	65.00
9	Accountant 2	63.00	67.00
	Artist 1		
	Clerk, Chief		
	Editor 1		
	Nurse		
	Service Supervisor 4		
	Stock Clerk 2	65.00	70.00
	Supervisor 2		
10	Administrative Assistant	68.00	74.50
	Auditor 1		
	Buyer 1		
	Chauffeur		
	Copywriter 2		
	Editor 2		
	Editorial Researcher 2		
	Negative Retoucher		
	Photo Printer		
	Press Info Rep., Jr.		
	Program Contacter		
	Secretary 4		
	Service Supervisor 5		
	Steward		
	Tabulator Operator		
	Teletype Operator		
11	Accountant 3	79.50	89.50
	Administrator 1		
	Analyst		
	Artist 2		
	Buyer 2		
	Draftsman 1		
	Librarian 2		
	Photographer 1		
	Supervisor 3		

Labor Grade	Job Classification	Minimum Salary	Minimum Salary After 6 Months Service in Classification
12	Administrator 2 Auditor 2 Copywriter 3 Draftsman 2 Editor 3 Photographer 2 Press Info Rep., Sr. Service Supervisor 6 Supervisor 4 Tax Accountant	$98.08	$110.00

Note: Legal and Bilingual secretaries, because of technical requirements, may be hired up to $10.00 above the minimum rate for the classification. When this rate is above the adjusted rate, there will be no further increase in six months.

Organization

CBS TELEVISION

Office Communication

to: All Program Department Personnel

from: Louis T. Stone 9 October 1953.

New Petty Cash Form

Effective immediately a new form of voucher is to be used by Program Department personnel for local transportation only. Will you please use one slip for each program and, under description, note point of origination, destination and purpose.

Pads of the new forms (Form No. 1337) may be obtained by requisition from the Stock Room. Effective October 15th, transportation vouchers will only be processed when submitted on this new form.

lr L.T.S.

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Columbia Broadcasting System, Inc.

F. 508

OFFICE COMMUNICATION

Organization SP.

To New York Staff Employees (CBS, Inc., CLD, CRD, CTD)

From R. E. Kalaidjian

Station Personnel Relations

September 14, 1953

Arrangements have been made with the pharmaceutical firm of Cole, Dominick and Rogg, Inc., for CBS employees to purchase standard medical supplies, as well as to have prescriptions filled at discounts varying from 20 to 30%.

Discounts will be given upon presentation of your CBS Identification Card at the time purchases are made.

Cole, Dominick and Rogg, Inc. is located at 23 East 40th Street, New York City. The business hours are:

8:30 AM - 9:00 PM - Mon. - Fri.
8:30 AM - 6:00 PM - Saturday

R.E.K.

Columbia Broadcasting System, Inc.

F. 508

OFFICE COMMUNICATION

Organization

To "485" OFFICE PERSONNEL

From R. E. KALAIDJIAN

Station PERSONNEL RELATIONS

August 17, 1953

Starting tomorrow, the Lunch Room will be in Room 810 and the Women's Lounge in Room 604.

R.E.K.

TIE-LINE

Organization

Volume II, No. 7 Tuesday, July 14, 1953

DISCUSSION OF CONTRIBUTORY HEALTH PLAN PROPOSAL POSTPONED UNTIL JANUARY MEETING OF E-M COMMITTEE

Several months ago the Employee Group of the Employee-Management Committee presented to Management Representatives a proposal for a Health Insurance Program that would be partly supported by CBS and would provide adequate coverage for all employees in the Labor Grade Structure. The proposal was drawn up following a study by an Employee Subcommittee headed by John Edgar, a supervisor in CTD Procurement. Further data was then gathered and reviewed by a joint Employee-Management Subcommittee.

At the July meeting of the E-M Committee, Management reported that it had reviewed the Employee Group proposal and that no decision would be made until early in 1954. It was made clear that the proposal had not been turned down. Assurance that the plan would be reviewed again at the January meeting came from Mr. Lowman who stated that Management looked favorably on the study that had been made over the past few months by the joint subcommittee, and the desires of the employees will be carefully considered at that time.

The reasons offered by Management for the postponement included the cost of benefits already granted to employees this year, as well as the added expense of reclassifying individual jobs which have been or will be upgraded under the new system of continuous review.

REVISION OF EMPLOYEE SEVERANCE PAY SCHEDULE PROPOSED BY MANAGEMENT

In an effort to benefit older employees in the matter of severance pay, Management has offered a proposal that would revise the present employee Severance Pay Schedule. Although the proposed plan would cost about the same amount as the one presently in effect, it would reduce severance payments to some employees with less than a year of service, and increase them for all employees with more than two years of service.

The Employee Group agreed to take the proposal under consideration and report back to Management at the next full meeting.

TV PRODUCTION CENTER CAFETERIA COMMITTEE FUNCTIONING

A committee consisting of representatives of the various groups operating in the TV Production Center, with Tommy Thompson, Director of CTD Technical Operations, as Chairman, submitted a report on the operation of the Cafeteria at the Center. The Committee was set up after the June meeting of the E-M Committee in an effort to secure general improvement in the preparation and servicing of the food.

The committe will meet with the cafeteria management to present suggestions offered by employees on food and service. Since many of the current complaints can be traced to improper equipment and facilities in the cafeteria, a study is being made to determine the cost of purchasing new equipment and making general alterations.

On the plus side it can be reported that the air-conditioning the cafeteria has been installed and is operating.

VENTILATION IMPROVEMENTS AT "485"

Management offered a cheering note to the employees on the second and fifth floors at 485 Madison Avenue, with the report that ventilation in these areas will be improved with the installation of air ducts. This improvement will also apply to other areas on the south side of the building which have been seriously affected by the new construction next door. The installation has been in progress on a number of floors and it is hoped that the metal ducts and fan units will be in operation by July 24th.

NOTES OF INTEREST

Pat McBride, the cameraman who was injured on the set of "City Hospital" by a deranged outsider, is doing very well and returned to his home from the Roosevelt Hospital to complete his recuperation.

The soot problem at the TV Production Center on West 57th Street is being combatted with experimental window filtering units. If successful, additional units will be installed.

Bob Kalaidjian reports that the recent employee request for telephone directory revisions will be met. This means that studio extensions and alternate numbers will be added to the directory.

Since many members of the E-M Committee will be on vacation in August, the next meeting is being scheduled for September.

MR. ED MURROW

Organization

Press Information
485 Madison Ave., New York 22, N.Y.

PLS SAVE DM

May 19, 1953

CBS TELEVISION NEWSFILM DEPARTMENT NOW IN OPERATION

The largest newsgathering organization in television broadcasting went into operation this week, when the CBS Television Network inaugurated its own worldwide Newsfilm Department, Sig Mickelson, CBS-TV Director of News and Public Affairs, announced today.

The Newsfilm Department, which now maintains its own camera and sound crews in London, Paris, Rome, Berlin, Vienna, Beirut, Tokyo, Buenos Aires and other world capitals and important news centers in America, Europe and Asia, will service CBS-TV News with daily Newsfilm coverage of events around the world. The new Department will supplement the CBS-TV News and Public Affairs Departments, but will function as a separate unit. It will be fully integrated with the established foreign and domestic news staffs of the CBS Television Network.

Manager of the Newsfilm Department is E. C. ("Ned") Buddy, formerly foreign editor for Paramount and Pathe Newsreels. Operations manager is Karl MacIlvaine, formerly chief engineer with CBS Television Recording.

National editor for CBS Television Newsfilm is Chester Burger, formerly CBS-TV news editor. Burger joined CBS-TV News in 1946. He organized a nationwide system of newsfilm correspondents which has

(More)

been largely responsible for the steady succession of news "beats" seen on CBS Television news programs, particularly "Douglas Edwards with the News." Burger was recently elected first president of the Radio-Newsreel-Television Working Press Association of New York City.

Foreign editor for CBS Television Newsfilm is Frank F. Donghi, until recently chief of the Paris Bureau of NEA Services, Inc., and Acme Newspictures. Donghi directed the photo coverage of many of the big European news stories during the last seven years, such as United Nations meetings, Winter Olympics, the Rita Hayworth-Aly Khan saga and the story of Captain Carlsen and the "Flying Enterprise." During the war, he was public relations officer for the Fifth Infantry Division and served in Iceland, England, Northern Ireland, France, Luxembourg, Belgium, Germany and Czechoslovakia.

In Washington, D. C., Howard L. Kany, Director of News, is also in charge of the CBS Television Newsfilm Bureau. Kany, formerly Washington radio representative for the Associated Press, was manager of the Associated Press Washington News Report, and prior to that was AP newsphoto editor in charge of the Washington staff.

Kany was instructor in a freedom of information course at Washington's American University, instructor in reporting of national affairs at George Washington University, and instructor in news writing, radio reporting and newsphoto editing at the U.S. Department of Agriculture Graduate School.

Fred Dietrich is chief cameraman for CBS Television Newsfilm on the West Coast. Dietrich came to CBS-TV from Telenews, where he had been West Coast bureau manager.

(More)

"Newsfilm is designed to assure the continued superiority of CBS Television in the field of news coverage," Mickelson said. "The decision to build our own worldwide Newsfilm operation is the result of a feeling we have long had that television news calls for special handling and techniques that can best be developed through our own facilities."

* * *

CBS

TIE-LINE

Volume II, No. 5 Friday, May 8, 1953

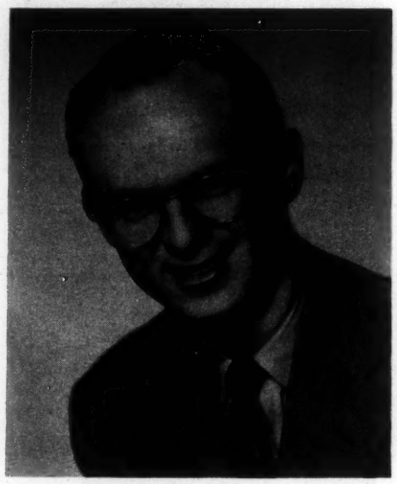
Organization SP.

EMPLOYEE GROUP ELECTION TO TAKE PLACE LATER THIS MONTH

BOB FULLER, EMPLOYEE GROUP CHAIRMAN, COMPLETES TERM

An election to fill the posts of five Employee Group members whose terms have expired, will take place this month. In addition, in advance of the regular election, three committee members will be voted upon for confirmation.

Elections will take place in the following groups: Typing & Machine Operators (now represented by Alexander Kushner), Clerical (now represented by Santo LaRocca), Grand Central (now represented by Florence O'Neal), East & West 54 Street & 76 Street (now represented by John Edgar), and Professional (now represented by Bob Fuller, Employee Group Chairman).



Bob Fuller, Employee Chairman, whose term as Professional Representative expires.

At the last E-M Committee meeting, Bob Fuller was commended for his outstanding leadership in helping to establish the E-M Committee as a workable force for harmonious Employee-Management relations at CBS.

As in the past, nominating ballots containing the names of everyone eligible to serve on the Committee will be distributed to those groups affected. The final balloting will follow in a few days.

To be confirmed in their current posts are Marion Branch and Alice Hamparian in the Secretarial Group, and Clyde Bennett, who recently was appointed to replace Rose Rice in the Clerical Group. The confirmation ballots will contain only the names of those being voted upon for confirmation. Their constituents will be asked to vote "yes" or "no". If the "no's" are in the majority, the post will be filled at the same time the regular elections are held.

MR. LOWMAN SEES NO COLOR TV SETS FOR PUBLIC BEFORE THE END OF '54

An estimation that color television receivers would not become available to the public before the end of 1954 was made by CBS, Inc. Vice President, Lawrence Lowman at last month's regular E-M Committee meeting. The many technical problems involved, he said, would bring about this delay.

Mr. Lowman's statement came as a result of a suggestion that a standing item on all E-M Committee agendas should be an exchange of information concerning company and employee activities. Mr. Lowman reported that CBS President, Frank Stanton, had attended the recent demonstrations of the new compatible color system and was favorably impressed. It was generally accepted, Mr. Lowman added, that this new system would be adopted by the industry.

Mr. Lowman also stated that Management was aware of the many ventilation and lighting problems that will arise as the new building adjacent to "485" progresses in construction. He said that attempts would be made to alleviate uncomfortable conditions as they develop.

JOB ANALYST HIRED TO CARRY ON JOB REVIEW PROGRAM

The Personnel Relations Department has hired a job analyst to carry out the continuous job review program, it was announced at the last E-M Committee meeting. The new employee, Les Sherman, joined the staff on Monday, May 4.

PHOTO PRINTER AND NEGATIVE RETOUCHER JOBS MOVED UP TWO LABOR GRADES

Acting on an Employee Group request that it give further study to the classification of Journeyman Photo Printers and Negative Retouchers, Management announced at last month's E-M Committee meeting that these two groups would be upgraded from labor grade 8 to labor grade 10. These reclassifications would be retroactive to March 30, it was said, the same date other recent job classification changes became effective.

CHANGE IN JOB POSTING PROCEDURE ADOPTED

When Management pointed out the impracticability of posting all jobs which sometimes open as a result of a promotion into a high-level labor grade in a large department, it was agreed at last month's E-M Committee meeting that the job posting instructions as outlined in the Personnel Relations Guide would be amended as follows:

> "Where a chain of vacancies occur in a department as a result of a promotion into a high-level labor grade job, the resultant job openings will be filled through supervisor and department head selection without posting. Only when supervisors and department head are unable to determine a suitable replacement from within the department will that job then be posted."

ORIENTATION TOURS FOR NEW EMPLOYEES PLANNED

New employees will be taken on a tour of television and radio studios, the new TV Production Center on 57th Street and other locations of interest shortly after they join the Company, it was announced at last month's E-M Committee meeting. Exact details of how the program will work will be made known at the Committee's next session.

The move to start such an orientation program was initiated by employees at an E-M Committee meeting several months ago.

CBS SOFTBALL TEAM ORGANIZED

At the request of the Employee Group, Management last week agreed to subsidize a CBS softball team which would represent the Company in the Metropolitan Softball League.

Johnny Brochu, Supervisor of Building Operations, was named to manage the proposed team and called for an initial practice on Wednesday, April 29. Twenty five men reported for the workout on Diamond #2 in Central Park near 82nd Street.

The squad met NBC last Monday in the opening game and lost by a score of 5 to 1. The remainder of the schedule for the first half of the season is as follows:

Day and date	Field	Opposition
Wednesday, May 13	Diamond #2	McCutcheons
Wednesday, May 20	Diamond #2	Kress
Friday, May 29	Diamond #3	Hiram Walker
Friday, June 5	Diamond #2	Benjamin Moore
Monday, June 8	Diamond #2	Old Gold
Friday, June 19	Diamond #2	Benrus

Diamond #2 - Central Park Great Lawn - 82nd Street
Diamond #3 - Randall's Island (Near River)

Columbia Broadcasting System, Inc.

F. 508

OFFICE COMMUNICATION

Organization

To All New York Employees (CBS, Inc., CLD, CRD, CTD)

From R. E. Kalaidjian

Station Personnel Relations

April 20, 1953

Last October we informed you that weekly deductions for the State Disability Tax were being discontinued until further notice since premiums collected from CBS employees through weekly payroll deductions had exceeded the amount paid out in disability claims.

You will be glad to know that we have just received another refund so that no additional premiums will be required until approximately October of this year. This results from our favorable disability insurance record which is due, to a large degree, to the company's sick leave policy.

R.E.K.

CBS TELEVISION

Office Communication

to: CBS TELEVISION ORGANIZATION

from: Hubbell Robinson, Jr.

Organization

SP.

April 15, 1953

Effective April 10th, Janice O'Connell has resigned as head of the Literary Rights and Clearance Department, and henceforth, the functions formerly performed by the Literary Rights and Clearance Department will be absorbed by, and performed by the TV Story and Script Department under the supervision of Edgar Peterson and Arthur Heinemann, reporting to William Dozier. All inquiries formerly directed to Janice O'Connell should henceforth be directed either to Mr. Peterson or Mr. Heinemann.

H. R.

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CBS RADIO

Office Communication

to: CBS, Inc., CRD and CTD

from: Mr. Murphy

March 13, 1953

Organization

Effective March 16, 1953, Mr. Robert J. Dunne is appointed Senior Attorney of CBS Radio Legal Department.

Prior to joining CBS Radio Legal Department last December, Mr. Dunne was an attorney with RKO Radio Pictures, Inc. and before that was associated with Donovan, Leisure, Newton, Lumbard & Irvine.

A. M.

1135

CBS TELEVISION

Office Communication

Organization

to: TV ORGANIZATION

from: Mr. Harrison

March 13, 1953

I am pleased to announce, effective March 16, 1953, the appointment of Henry Howard, Jr. as Director of Business Affairs, Hollywood, for CBS Television.

Maurice Morton will be Associate Director of Business Affairs, Hollywood.

W.S.H.

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CBS TELEVISION

Office Communication

to: CBS TELEVISION ORGANIZATION

from: Messrs. Robinson and Falknor

March 11, 1953

Organization Memos

We are pleased to announce the immediate appointment of Mr. Carlton Winckler as Production Manager of the Program Department of CBS Television. As such he will be responsible for the supervision and coordination of all the physical production elements within the Program Department. Mr. Winckler will report to Mr. Harry Ommerle.

HUBBELL ROBINSON JR.
FRANK B. FALKNOR

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TIE-LINE

Volume II, No. 5 Thursday, ~~February 26, 1953~~ Organization. 8/5

EMPLOYEE GROUP ACTION RESULTS IN TWO INTERNAL PROMOTIONS

Two promotions resulted during the past month in a department where Employee Group members had questioned a departmental action in the selection of employees for two internal promotions (see last issue of TIE-LINE). Though Management at the time did not disagree with the department's promotion decisions, it did promise to do its utmost to see that primary consideration for future promotions would be given to the department's employees.

Management reported its promise fulfilled at the February meeting of the E-M Committee, and also reported that a third employee in the department had been informed he would be given first consideration for promotion into a specialized job in another department as soon as it becomes available.

NEW AMENDMENT CHANGES ELECTION DATES FOR E-M COMMITTEE MEMBERS

An amendment to the Operating Guide, moving back the dates of the semi-annual elections of employee members of the E-M Committee, was introduced and passed at the February meeting of the full Committee. This was done so that election procedures will not interfere with important Employee Group functions that will probably not be concluded until sometime in April.

The new amendment reads as follows:

> "Starting May, 1953, elections will be held every six months to replace half of the Employee Group; i.e., six to be replaced in May and five to be replaced in November."

Originally it was intended that the elections would take place in March and September.

POOR VENTILATION AT EAST 54TH STREET TO BE REMEDIED

An effort to remedy the situation created by a too powerful ventilating system at 418 East 54th Street, which has resulted in some people being too hot and others too cold, has been promised by Management. It was stated that the Building Operations Department is studying ways of improving the system since the movement of personnel in this location to the 57th Street Production Center will not take place in the near future.

At the same time, Management announced that a request from employees at 501 Madison Avenue for a ladies' lounge could not be acted upon. It was felt that to acquire additional space in the building at this time was unwarranted. It was suggested, however, that the employees at "501" make use of the new facilities at 485 Madison Avenue.

REPORT ON MEETINGS WITH STUDIO MEN, TELEPHONE OPERATORS AND MAIL BOYS

A list of suggestions and criticisms was delivered to Management by Delacey Thorne, representative of these three groups of employees. Management agreed that a subcommittee would meet and follow through on each point raised.

MANAGEMENT TO LOOK INTO JOB REVIEW PROBLEMS

The Personnel Department, from last October until February 11, has reviewed a total of 116 jobs, resulting in 47 upgrades, 8 downgrades, and 61 remaining as originally classified, it was reported.

The announcement came as a result of an Employee Group request for a progress report of this Personnel Department activity. It was agreed that the program was not moving rapidly enough at present to check each labor grade job in CBS once during the year. However, all reviews requested by employees, supervisors and department heads, resulting from reorganization or major job function changes, are made immediately. Management stated that the operation has been moving behind schedule since the Personnel Department activities have expanded a great deal. It was at the same time announced that Management is currently looking for new ways to increase the number of job reviews and will report back to the Committee on this subject.

CBS OFFERS TO UNDERWRITE ACCOUNTING DEPARTMENT KEGLING TEAMS

CBS will underwirte a 30-week bowling contract for members of the Accounting Departments provided that 60 employees express a sustaining interest in the sport, it was announced at the meeting.

Starting the fall of this year, the company has offered to underwrite five bowling teams of eight members each. The additional 20 persons would be used as substitutes, to fill in if and when regular members were unable to compete.

Members of the Accounting Departments already have a number of teams which bowl each week. If CBS underwrites their activites, they would be guaranteed an alley one night each week at a specified time. Under an underwriting arrangement, CBS would be obligated to pay for the use of the alleys only if the bowlers did not actually use the facilities.

Grievance Machinery at Work:

DISMISSED SECRETARY WINS TRANSFER TO ANOTHER DEPARTMENT

A secretary who was dismissed by her Department Head for a number of reasons, which seemed unclear and unsatisfactory to her, brought the case to employee members of the E-M Committee. As a result of a grievance session with Management representatives, she was given a new job in a different department. The aggrieved first won an additional week on the company payroll in order to provide time to effect the transfer.

CBS RADIO

Office Communication

Organization

to: CBS, INC.; CRD; CTD

from: Mr. Adrian Murphy

February 13, 1953

Effective today Mr. William Schudt, Jr. is appointed Vice President in Charge of Station Relations, CBS Radio Division.

1135

CBS TELEVISION

Office Communication

to: THE ORGANIZATION 3

from: Mr. Van Volkenburg

February 12, 1953

I am pleased to announce that effective today Herbert V. Akerberg becomes full time Vice President in Charge of Station Relations for CBS Television.

It will now be possible for Mr. Akerberg to take a more active part in the planning and management group activities of the CBS Television Division.

Mr. "Fritz" Snyder will continue to serve as Director of Station Relations for CBS Television.

J. L. VAN VOLKENBURG

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CBS

TIE-LINE

Volume II, No. 4 Wednesday, January 21, 1953

Organization
SV

MANAGEMENT ACTS ON EMPLOYEE GROUP IMPROVEMENT SUGGESTIONS

At the December meeting of the Employee-Management Committee, employee representatives reported suggestions for improvements made by their constituents. At last week's Employee-Management Committee meeting, Management reported the following actions taken:

At 485 Madison Avenue

To improve bad lighting and ventilation in the CRD Accounting section on the 15th floor, the walls enclosing several offices on the west side have been torn down and the whole area is being repainted. Also, Muzak will be piped in as soon as construction permits. The main storage area has been remodeled, fitted with more shelves and a large coat rack has been installed. An exposed wiring condition has been corrected. Larger mirrors and shelves will be installed in the rest rooms as soon as they are received.

A suggestion concerning possible integration of the Certifications Unit of the Traffic Department on the 8th floor, with Accounting, is being considered as an answer to complaints that promotional opportunities are limited in this isolated unit. Mr. Guillotte, who is responsible for the unit, has been aware of this problem and is trying to work out a solution.

The heads of the Accounting Departments have been requested to consider the desirability of sponsored athletic and social activities for their departments.

When the Medical Office is moved to the 12th floor, the space now occupied by that office on the 7th floor will be converted into a lounge-lunch room. Studio 7 is currently being used as a lunch room at "485," while space on the 13th floor has been converted into a ladies' lounge. The 13th floor lounge, however, will be moved to the 8th floor very soon in order to permit construction on the 13th floor.

At 57th Street TV Production Center

Management has asked Bickfords to correct the condition whereby some hot dishes are out of supply after 1 P.M. in the cafeteria. Bickfords has promised to police the cleaning of silverware, dishes and tables more carefully. It also agrees to make up sandwiches on request.

A soda fountain serving soft drinks, and a cigarette machine will also be in operation shortly in the cafeteria.

(More)

The complaint about excessive heat in the cafeteria is being looked into by the Building Operations Department and steps necessary to correct this situation will be taken.

Employees at the Production Center will be given a circular outlining all means of transportation to this location.

In addition to the lounge on the 3rd floor, two more lounges will be established shortly, one on the second and one on the 5th floor.

A branch of the Medical Office will be opened Thursday, January 22, in Room 111, with Mrs. Frances Leyble as Nurse in charge. The office will be open from 9 A.M. until 12:30 P.M. during the first three weeks of its operation. Thereafter, it will be open full time from 9 A.M. until 5 P.M.

At 52nd Street Radio Building

Effective January 12, arrangements were made to improve the cleaning of this building.

MARION BRANCH APPOINTED SECRETARILAL REPRESENTATIVE

Marion Branch, Secretary to Spencer Harrison, CTD Vice President in Charge of Legal and Business Affairs, has been appointed to replace Mary Ponterio as a Secretarial Representative on the Employee-Management Committee. Miss Ponterio was recently promoted out of the Secretarial classification. Miss Branch will serve out her term.

THIRD AMENDMENT TO EMPLOYEE-MANAGEMENT COMMITTEE
OPERATING GUIDE APPROVED; AMENDED GUIDE TO BE DISTRIBUTED

An amendment which specifies employees in the Labor Grade Structure eligible to serve on the E-M Committee and those entitled to vote in Committee elections, has been passed by Employee and Management representatives.

In order to clear up questions that have arisen concerning who is eligible to vote, the amendment states that "ballots for the nomination and election of Employee Group representatives will be sent to all full time permanent labor grade personnel appearing on staff according to the most current payroll tabulation available at the time."

It also provides that certain employees whose jobs bring them close to management policy making, will not be eligible to serve. They will continue, however, to be represented by the Committee and to be eligible to vote in Committee elections.

A complete text of the amendment will be included in new copies of the Operating Guide which will be distributed to all labor grade personnel in the near future.

(More)

EMPLOYEE GROUP QUESTIONS A DECISION ON TWO PROMOTIONS

The Employee Group questioned a situation in which two employees, whose qualifications for promotion seemed adequate in the eyes of employee representatives, were overlooked in the recent filling of two jobs.

While Management felt that the promotions made were justified, the department has agreed to give primary consideration to the employees involved for any new jobs for which they may be qualified.

DECISION TO MAKE 20-YEAR CLUB PRESENTATION AN ANNUAL AFFAIR

Because of the success of the first 20-Year Club Presentation at which about 80 employees who have seen 20 or more years of service with the company were honored, it has been decided to make the presentation an annual affair.

At last week's Employee-Management Committee meeting, Management announced that some 33 more employees in New York would become eligible for 20-Year Club membership and awards during 1953. The question arose as to whether it would be best for these employees to receive their awards at an annual presentation or on their 20-year anniversary date. After some discussion, it was agreed to continue making the presentations on an annual basis. It was tentatively agreed also that the 1953 presentation would take place in October and that details would be determined and announced in August.

PROGRESS NOTED IN SUB-COMMITTEE WORK ON HEALTH INSURANCE PROPOSAL

Favorable progress in the sub-committee work on the Employee Group's health insurance proposal was reported. Much helpful data has been reviewed by Management and two meetings attended by Personnel Department representatives and the Employee Group sub-committee, headed by John Edgar, have been held. Another meeting of the combined group is scheduled for later this month after a questionnaire, to be completed by all labor grade employees, is analyzed. A further report is expected at the February E-M Committee meeting.

* * *

1/13/53

Organization
Oper.

OPERATING GUIDE FOR THE EMPLOYEE-MANAGEMENT COMMITTEE

I PURPOSE

A. Discuss ways in which CBS can be made an even better place to work.

B. Bluntly face up to grievances and problems, and see what can be done about them.

C. Exchange useful and pertinent information concerning the Company and its employees more completely and more speedily.

II STRUCTURE

A. Number of Representatives

1. The Employee Group of the Employee-Management Committee will be composed of members elected from seven groupings of employees doing similar types of work at 485 Madison Avenue and 501 Madison Avenue, with one additional representative for personnel at Grand Central and one additional representative for the combined East and West 54th St. and 76th St. locations.

The "Type of Work" Groups are:

Service and Maintenance
Typing and Machine Operators
Clerical
Secretarial
Professional
Supervisory
Administrative

The following scale will be applied in determining the number of representatives for each type of work group:

No. of Employees	No. of Representatives
0-150	1
151-300	2
301-450	3
451-600	4
601-750	5
751-900	6

For the initial election of June, 1951, the Employee Group had the following representation:

Type of Work Groups (485 and 501 Madison Avenue)	No. of Representatives
Service and Maintenance	1
Typing and Machine Operators	1
Clerical	2
Secretarial	2
Professional	1
Supervisory	1
Administrative	1
Grand Central	1
East & West 54th St. & 76th St.	1
	Total 11

ii. The Management Group of the Employee-Management Committee will consist of five members of Management. In addition, Management will have its own secretary.

B. Nomination and Election Procedure

A two member Election Sub-Committee will be set up from the Employee Group. The Personnel Relations Department will prepare the ballots, print them, and distribute them with accompanying memos with the approval of the Sub-Committee.

A ballot will be printed listing the employees in each group. A different color ballot will be used to designate each group.

A ballot will be sent to each employee in an individually addressed envelope with a return envelope enclosed. There will be no identification appearing on the ballot.

The employee will be asked to designate nominees in the order of his choice - three nominees for every one representative to be elected.

On the election ballot the employees will be asked to designate one choice for each representative to be elected.

Employees will be asked to return the ballot to Personnel within 24 hours, regardless of whether he votes or not.

Tally of Ballots

i. Nomination

Where there are six nominees; i.e., nominations for two representatives:

6 points for appearing as 1st choice
5 points for appearing as 2nd choice
4 points for appearing as 3rd choice
3 points for appearing as 4th choice
2 points for appearing as 5th choice
1 point for appearing as 6th choice

Where there are three nominees; i.e., nominations for one representative:

3 points for appearing as 1st choice
2 points for appearing as 2nd choice
1 point for appearing as 3rd choice

Employees receiving the highest total of points will appear on the election ballot.

ii. Election

Three nominees will appear on the election ballot for every one representative to be elected.

For the election, the employee or employees receiving the most votes is elected.

Members of the Election Sub-Committee will be present when nomination and election ballots are counted.

Employees in the following jobs, due to the policy making factors in these jobs, while eligible to vote for Employee Group representatives, are ineligible to serve as Employee Group representatives:

i. CBS, Inc.

Secretaries to the Chairman of the Board (W.S. Paley)
Secretaries to the President (F. Stanton)
Executive File Clerk (20th Floor)
Secretary to Vice President (L.W. Lowman)
Secretary to Vice President (R. Salant)
Secretary to Vice President (D. O'Shea)
Secretary to Vice President (H.S. Meighan)
Secretary to Vice President (W.C. Gittinger)
Secretary to Controller (E.L. Saxe)
Secretary to Treasurer (S.R. Dean)
Secretary to General Auditor (A.S. Padgett)
Secretary to Director of Legal Departments (J.F. Brauner)
Secretary to Senior Corporate Attorney (M. Neaman)
Secretary to Director of Labor Relations (W.C. Fitts)

Personnel Relations Department

All Labor Grade personnel are ineligible to serve except Payroll Assistants, Supervisor 2 of Payroll Section and the Time Clerk.

ii. CLD

Secretary to Vice President in Charge of Engineering Research and Development (P. C. Goldmark)

iii. CRD

Secretary to President (A. Murphy)
Secretary to Administrative Vice President (L. Hausman)
Secretary to Administrative Vice President (J. Seward)
Secretary to Administrative Vice President (J.K. Smith)

iv. CTD

Secretary to President (J.L. Van Volkenburg)
Secretary to Vice President in Charge of Operations (F. Falknor)
Secretary to Vice President in Charge of CBS Owned Stations and General Services (M.S. Jones)

Ballots for the nomination and election of Employee Group representatives will be sent to all full time, permanent Labor Grade personnel appearing on staff according to the most current payroll tabulation available at the time.

The names of personnel who appear on Employee Group nominating ballots will also be taken from the most current payroll tabulation available at the time. Part time, temporary employees and employees who, due to the nature of their jobs, as explained and listed above, are excluded from service as Employee Group representatives, will not appear on the nominating ballots. However, the latter personnel, who are excluded from service due to the nature of their jobs, will be eligible to vote provided that they are permanent, full time employees, and all Labor Grade employees will be representated by the Employee Group of the Employee-Management Committee.

C. Officers of the Committee

i. The officers of the Employee Group will be Chairman, Vice Chairman and Secretary to be elected by the Employee Group.

ii. The Management Group will have a Chairman.

D. Tenure of Office

The Employee Group elected in June, 1951, will remain in office until September, 1952.

Starting September, 1952, elections will be held every six months to replace half of the Employee Group; i.e., five to be replaced in September, and six to be replaced in March.

In the first instance, lots will be drawn to determine which five will leave office in September, 1952.

No elected representative may serve as the representative of any one group for more than two consecutive terms.

E. Impeachment Procedure

To impeach any representative, 1/3 of the employees he represents must sign a petition asking for impeachment.

A vote will be taken and a 2/3 vote of his constituents is required to remove the representative from office.

F. Filling Committee Vacancies

When a representative resigns, is promoted, or transferred, he will be temporarily replaced by the employee receiving the next highest number of votes in the previous election.

If the next highest person is unavailable when the vacancy occurs, or if he resigns, is promoted or transferred subsequent to his appointment, the Employee Group may appoint a temporary replacement from the group he represents. Vacancies filled in this manner will be permanently filled in the next general election.

If required, a special election will be held in March, 1952, to confirm any temporary replacements.

G. Grievance Procedure

1. Employees are encouraged to raise problems with their supervisors.

2. If the Supervisor does not resolve the problem, the employee will take it to his representative.

3. The representative will present the grievance to a designated member of the Personnel Department.

4. A meeting will be set up including:

   a. The employee
   b. The representative and one other member of the Employee Group
   c. A representative of the Personnel Department
   d. The supervisor of the aggrieved person.

5. If the grievance is not resolved, it will be turned over to two members of the Employee Group and two members of the Management Group. This sub-committee may invite other persons to confer with them.

6. If still not resolved, it will be turned over to the full Employee-Management Committee.

H. Amendment Procedure

1. Any proposal to amend this Operating Guide will be raised by the Employee or Management Group at their respective meetings.

2. The proposal will then be presented to a permanent Amendment Sub-Committee consisting of the Chairmen of the two groups. This Sub-Committee will either:

   a. Agree upon the substance of the amendment and prepare a draft to be presented to the full committee,

   or

   b. If agreement cannot be reached by the Chairmen on either substance or text, the original proposal will be opened to full Committee discussion.

3. To be incorporated, the amendment must be approved by at least 80% of the total representatives in each group. In voting, each group will poll its own members.

III MEETINGS

A. How often:

   i. The Employee Group will meet alone once a month.
   ii. The Employee-Management Committee will meet once a month.
   iii. Special meetings may be held as agreed between the two chairmen.

B. Regular meetings will be held on company time.

C. The Agenda for the Employee-Management Committee meetings will be prepared by the Management Secretary and the Employee Secretary.

D. Reporting results of the Employee-Management Committee Meetings:

   i. The minutes will be prepared by the two secretaries and will be approved by the two chairmen or their representatives.

   ii. A summary of the minutes will be prepared by the two secretaries and approved by the two chairmen or their representatives. This summary will be distributed to all constituents.

Columbia Broadcasting System, Inc. Presley, Elvis F. 502

OFFICE COMMUNICATION

To

From Jim Seward

Station Kay Campbell

November 14, 1956

This is the recording I mentioned to you. It starts out: "This is Ed Murrow. Listen to the most important sound in the world." Then comes Elvis Presley singing "Hound Dog".

K.C.

Program Business
Early Past

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MESSRS. MURROW, CRONKITE, EDWARDS

cc: Messrs. Paul Levitan
Beryl Reubens

from: John F. Day

October 24, 1956

In promoting our Election coverage, TV Press Information is trying to place a picture in the New York Times Television Section Sunday, November 4.

We will appreciate it if you three gentlemen can be in Studio 41 at 2 PM Monday, October 29, for a picture-taking that shouldn't take more than about 15 minutes.

jfd/jp

JFD/jp

Ok
Ed

Sevareid Eric

COLUMBIA BROADCASTING SYSTEM

Program Operations

Office Communication

copy

to: Mr. Sig Mickelson

from: Eric Sevareid

October 19, 1956

This is a brief, preliminary reply to your request for my reactions to our convention coverage. I'm sending you this short note for whatever use it may be, because you had other public affairs jobs in mind as well as the conventions, and I am thinking about election night at the moment.

Right now I think I'd have just this one thing to say but I think it is fundamental, both as to what happened in Chicago and what may happen election night:

Do all you can in advance to get the whole staff, executives and producers and directors as well as broadcasters and reporters, relaxed. I think the core of our trouble in July was tension. I had never before seen CBS News people cover anything big with such a general sense of uncertainty and nervousness. I suspect more of this was communicated down, from the executive level, than was communicated up. We used to do these jobs with relaxation, fun and buoyancy; there was never much rat-race atmosphere.

As for my own personal experience on TV in the conventions, the business of having to time for simulcasts with radio was almost ruinous to the kind of leisurely, thinking out loud job I was supposed to try to do.

Personally, I look forward to election night with considerable uncertainty and not much enthusiasm. I observe by Mr. Day's table of organization for that night that the TV focus on the interpretation level will be Murrow, Roper and Lubbell. Sevareid, the CBS Washington correspondent, is allotted one half the assistance of the aforementioned and is told to concentrate on radio, not TV.

My job throughout the four years is to cover political affairs. When the great political event arrives at the end of ~~each~~ four years, my company tells me, in effect, sorry but we are bringing in outsiders for the big show. I will do my best, under the circumstances as I always do, but I offer this example to you, very frankly, as the kind of reason that the morale of the CBS news staff as a whole has badly deteriorated from what it used to be.

Robinson, Hubbell

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Hubbell Robinson

June 4th, 1956

I am deeply sorry I cannot be present for the special Press conference with Danny Kaye.

Not that I think my presence is, in any way, necessary but I did want to pay my respects both to him and you for what I think is going to be the most unusual and distinguished program of our fall schedule.

Unfortunately, I am on my way to Hollywood with some dreary problems that will be a lot less fun.

HR

50

Columbia Broadcasting System, Inc. Robenson, Hub

F-502

OFFICE COMMUNICATION

To Mr. Robinson

From Mr. Murrow

Station

May 8, 1956

I have had personal conversation and some correspondence (at Mr. Paley's direction) with Sir Winston about a similar project, and am now waiting to hear from him as to whether he wishes to discuss it further. I doubt the wisdom of your making an approach to him through "Time-Life" as suggested in the attached.

E.R.M.

rh

CBS TELEVISION

Office Communication

to: Mr. Paley cc: Mr. Friendly

from: Mr. Murrow

April 17, 1956

THE MONTHLY HOUR AND A HALF ON SUNDAY AFTERNOONS

It occurs to me that this series should be predictable in the sense that it would deal with subject matter which might be expected to secure and develop a reliable audience.

1. "As Others See Us"

   A series of six programs dealing with the view of America held in foreign countries.

2. A series under the title, "Who Made This Country?"

   This would be a study of contributions to America by the various ethnic groups that make up the United States.

3. "A Thirty Day Diary"

   This would provide an opportunity not only to summarize the events of the preceeding month but also to illustrate the consequences that have grown from apparently isolated incidents. There is nothing like it on television now. It would be tough to do, but might well turn out to be the most informative program on television.

E.R.M.

rh

Clark, Blair
re. McClure
Program Operations

33 Champs Elysees, Paris VIIIe Elysees 18-47

PARIS BUREAU

March 30, 1956

Dear Ed,

A cheerful word to go with this letter. The interview with Chevallier will be excellent, I think. He's the best possible French spokesman on North Africa, speaks perfect English. You can ask him probing questions and he'll answer.

I look forward to seeing you.

Blair

Mr. Edward R. Murrow
"See It Now"
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

CBS NEWS
33 Champs Elysees, Paris VIIIe Elysees 18-47

PARIS BUREAU

March 30, 1956

Dear Ed,

This is to explain to you what has happened to the SIN North Africa project in the last few days and why it happened. I am deeply depressed by this whole affair. But if the result of all this is to improve operating conditions and to make it possible for the foreign staff of CBS to again make a contribution to SEE IT NOW, then perhaps what happened to me and to Mc Clure in Algeria will not be just a disaster.

In this letter I am going to be very hard on Mc Clure and on Friendly. I won't pretend that I am blameless. But it's hard to be objective about one's own faults and errors, so I'll skip them, leaving the judgment to you. I would think that you would have information for such a judgment in the reports you get from Mc Clure and Friendly.

I'll now pass summary judgment on Mc Clure and Friendly, and then proceed with my narrative of what happened.

Friendly, I'm convinced, has treated this project with such casualness and lack of planning as to be almost frivolous. His failure to plan the story concept, his failure to lay down in advance lines of authority between the reporter and the cameraman and his failure to allow adequate time for this job resulted in setting up a situation which was bound to end in conflict.

Mc Clure, I'm equally convinced, is temperamentally unfitted for his job. I think this would be so even if he were formally made the director of such projects, with overall authority and control of them. But with the present arrangement, if it can be called that, in which the relationship between Mc Clure and the reporter is more or less separate but equal, and the functions ill-defined, there is full play for Mc Clure's unfortunate characteristics of suspicion and obsessive desire to protect his own position. I should add that if Mc Clure ever were to be given the full control I mention above, I doubt that one of the present foreign staff would agree to work with him. If the picture, the pure

picture only vaguely related to the idea it is supposed to illustrate, is really that important for SEE IT NOW, then perhaps the solution is for Mc Clure to have full control with a new staff of subordinate reporters under him.

This is a very harsh judgment of Mc Clure, I know. I haven't made it without examining my own conscience and motives rather carefully. I like him personally. I know perfectly well that he was very tired when he began this North African assignment. I think, furthermore, that he was carrying an unduly heavy share of the responsibility for the whole African project during six months. (This opinion is based on what he himself and Kendrick have told me.) Clearly, Mc Clure has great energy, intelligence and technical ability. But all this doesn't change my view that he is unfitted to carry out the role to which he has been assigned.

Now a bit of what happened since this project was first discussed. You will recall the telephone conversation you and Friendly and Schoenbrun and I had about it in February. It was then to be a part of the 90-minute African story. In that conversation I tried to get from Friendly some idea of what he had in mind for the North African part, how long it was to be, what the relationship was or could be between the themes that could be shown in the North African part and the themes of the rest.- in other words, I tried to get some idea of the framework into which my part of the story would fit. I came away from that talk with the feeling that I had somehow been put in the position of telling you how difficult technically the job would be and that I had gotten very little in the way of guidance on the project. What sticks in my mind is Friendly's statement that we should shoot some 20-25,000 feet and that the North African part would be the most fermenting part of " a continent in ferment." Not very precise but perhaps the best he could do.

You are probably aware that Schoenbrun and I have from the start asked for more time to work on this project. Originally, it was planned that Schoenbrun would go to Algeria for a month starting February 20th. I was then to relay him for another month (my departure date for America had not then been set). Then Schoenbrun (with you if you could come), was to update it after the Monaco wedding. That would have given us about ten weeks to work on this story, not too much in view of the enormous difficulties of moving around and working in a semi-war area and in view of the complexity and importance of the story. The reasons why this schedule was not set and another camera crew assigned in February you will know better than I. The fact is that, with the February deal out and with my departure for New York set for April 21, my time for the job was cut to 20 days and Schoenbrun's limited to a possible two weeks after the wedding. All this was for the 20 minutes or so maximum in the whole African story. I was therefore absolutely astonished to learn the other day that Friendly was now planning to make, in half the time set originally for the 20-minute segment, a one-hour show on North Africa. What his thinking on this is, I have no idea, since he has not told me. It is so incredible that he would not have told me this interesting piece of news, that I can still hardly believe it. Obviously this would have modified my plans completely.

One more observation on the time element and its effect on this project and on my part in it: Even for the 20-minute thing we were already so pressed for time when Mc Clure and I got together in Algiers that it was going to be extraordinarily difficult to do what was necessary. I thought it was vital for Mc Clure to see the situation as it presented itself pictorially before we began shooting and I was and remain convinced that this would save time in the long run. So we took a three-day reconnaissance in the rebellion area. The result of this was the choice by McClure of the things that would be the easiest to film. Under the same time pressures as he was, I did not resist too hard. This has worried me nonetheless because the pressure to produce something in the given time would have produced a film where the grabbable picture substituted for the one that was harder to obtain but which told a more important story.

There is another, perhaps moral, aspect to this question of what you do under the pressure of time, and with the added problem of the enormous amount of equipment which McClure (necessarily, for all I know) carries around with him. That is the temptation to fake and to set up scenes. My idea originally was that McClure and I should go along on several patrol operations with silent cameras to show how the French army actually dealt with the rebels, With these grabbed shots we would then either add a commentary and descriptive piece by me or interview an officer to tell us what it was all about. When I suggested this, McClure told me that his experience taught him that this sort of from-the-hip shooting gave no good results. Therefore, he said, we must get a set-up situation in which the French army mounted an operation for us-- in other words, a demonstration, even if it closely followed something that had actually happened. He asked me to get a helicopter operation. I told him that there were only about 20 troop-darrying helicopters in all of Algeria and that showing this sort of action risked falsifying the true situation-- it would indicate the French had more modern means than they do, it would indicate that the rebels operated in a more conventional and less guerilla-wise fashion than they do etc.etc. His answer was that the commentary or the interviewee could set the record straight. Frankly, I doubt that words would set the record straight in a situation where the picture dominated. This summer in Algeria I did a set-up helicopter operation for CBS News, describing it as such in my commentary. With the greater means at its disposal, it doesn't seem to me SIN should want the same sort of thing. But it takes time to get the real thing. Time is what we don't have. Therefore you fake. Is it really necessary to do this? I don't know. I doubt, however, that you would like to take part personally in such mounted affair. Therefore should I do it for you? Again, I don't know.

All this has been pretty negative, but I think it contains some things you ought to know. I think it would have been possible in the given time, short as it was, to produce a good piece on the actuality in North Africa, plus a hint of background. It would have been, that is, if McClure and I had been told what sort of thing Friendly was expecting (if the lines of authority ran properly, then only I would have needed the briefing). And if what we did was to be only a small part of a whole piece on Africa, not an attempt at a full-scale treatment of the North African problem as a whole, at an hour's length.

Let Let me quote for you one thing that McClure told me within a day or two after his arrival in Algeria. " We haven't had the other side at all in this picture, the natives rebelling against white domination, so we must get that here in Algeria". I don't need to tell you that Algeria is the hardest possible place to get this on the whole African continent, that the Newsweek correspondent was almost thrown out of France for even making motions toward it. (And with only a notebook, not McClure's fantastic ton of Equipment to lug into the hills). Actually, not in Algeria, but in Cairo or in Morocco, it would be possible to get a good statement from an Arab of how the Algerians moslems feel and what they are after.)

It reveals, first, the unreasonable editorial burden which has been given him, or which he has voluntarily assumed. Second, it shows his ignorance of the situation -- for which he cannot be blamed since reporting isn't his business. Third, it shows the problems of the reporter who must deal with this kind of suggestion, which McClure unfortunately always states as a challenge. Fourth, if he was right in raising the question at all, it shows an incredible lack of central editorial direction for this whole African project.

I have just one observation on this: that, if we had the time, of course we would go after a nationalist spokesman for Algeria. But that, in the planning of this whole project, it was apparently left to the very end, in the most difficult situation of all, to go after" the other side" strikes me as almost incredible.

//

I want to add a paragraph to this letter I wrote yesterday to comment on the results of my phone conversation with Friendly last night. First, it now appears that Schoenbrun misunderstood Friendly in a previous conversation on this " one hour for North Africa" business. It seems that Friendly is talking about" Northern Africa" and that what we produce in North Africa will be thrown in with reports from some of the other territories North of the Equator. This arbitrary geographical division strikes me as curious since, for example, there would seem to be far more idea connection between North Africa and the other extreme, South Africa, where the two largest European minorities in Africa exist, than between Algeria and, say, Ethiopia. If at this point it could be remarked that what I have just said is none of my business (and I can hear Friendly saying it), let me say that it is the reporter's business, and right, to know how his part of the story fits into the whole. Number one, it's a common courtesy on the part of the editor toward the reporter, generally respected in our profession, as you know even if Friendly does not. Number two, the overall sense of the story can profoundly modify the way in which the reporter handles his part of it.

The other observation I want to make as a result of last night's talk with Friendly comes from his question to me about whether the rebel side of the story could be handled in Libya. This question reveals such a profound ignorance of the situation in North Africa on his part that it is extremely depressing to me. Is this the man who is going to edit what I am able to produce? I don't think Friendly can understand why the foreign staff sometimes fails to rejoice at the prospect of a SIN assignment. The answer is in that question about the rebel question

and Libya.

This is probably not the first letter you've had from a foreign correspondent about the working conditions on SEE IT NOW. It certainly won't be the last, unless things are radically changed or unless the correspondents refuse in the future to work for Friendly, which I think possible. As for me, I am very upset about this whole affair. It is apparently depriving me of the chance to a major job for you on a subject that interests me greatly. I'll be coming home to America with a very sour taste in my mouth. And I regret the bitter personal relations which, according to me, Friendly's lack of foresight, knowledge and imagination have caused.

One final observation. You have many things to do and undoubtedly many other problems, therefore I regret having to add to them. But Friendly, in his dealings with the foreign staff, trades so heavily on our loyalty to and respect for you personally that I thought you should know at first hand one man's recent experience with your co-producer. Several times in my talk with him last night he implied that you were in on all the arrangements we were discussing, which I strongly doubt.

With best personal regards,

Sincerely,

Blair Clark

P.S. You can do anything you want with this letter from throwing it away to showing it to Friendly, to publishing it in the CBS house organ.

Mr Edward R. Murrow
"See It Now"
Columbia Broadcasting System
485 Madison Avenue
New York 22, N.Y.

BC:bbm

Rosen, 1c

CBS TELEVISIO

Office Communicat

to: Mr. C. C. Vondurd (2) cc: Messrs. Harrison, Coleman, Robins, Rotolo, Peterson

from: Mr. Rosen Information cc: Messrs. Mayer, Friendly

February 29, 1956

Please prepare an agreement with Mr. Wolfgang Hispenhauer, Reuter Foundation, Berlin Hibelungen, Rathausstrasse 30, Germany, under the terms of which CBS TELEVISION will provide to the Reuter Foundation certain motion picture footage of the late Mayor Ernst Reuter of Berlin, as recorded for and broadcast by the CBS TELEVISION program SEE IT NOW.

Mr. Hispenhauer and the Foundation may retain the footage in the archives of the Foundation, and may not be publicly exhibited or shown for profit. They may include, however, up to ten meters of the footage in a documentary film on Mayor Reuter, which may be publicly exhibited in Germany on a non-profit basis.

The total footage supplied them is 350 meters, all on 35 mm composite fine grain. Payment will be made to CBS TELEVISION as follows:

350 meters (1063 feet @ .0945 per foot)	$103.73
Sales Tax	3.11
Shipping Charges	22.51
Royalty: 10 meters @ $3.54 per meter	35.40

CBS TELEVISION should warrant nothing but its ownership of the physical film material.

F. A. R.

FAR:gm

Mr. Peterson: Please revise previous billing, pursuant to the above.

Columbia Broadcasting System, Inc.

F. 502

OFFICE COMMUNICATION

To ~~Messrs. Hofing, Hopkins, Davis, Salline, Teicher, Hoxby~~

From ~~King Campbell~~

Station

January 12, 1956

For your information, on Monday, January 16 Mr. Murrow will originate his radio news program from Station WBT, Charlotte, North Carolina.

Commercials from New York.

K.C.

Grandma Moses Properties
Kallir, Otto

Program Operations

January 11, 1956

Dear Dr. Kallir:

Thank you for your letter of January 6th. Mr. Friendly and I have not yet given detailed consideration to the form and content of the Grandma Moses film. When we do we will, of course, consider the suggestions contained in your letter.

Sincerely yours,

Dr. Otto Kallir
President
Grandma Moses Properties, Inc.
46 West 57 Street
New York 19, New York

rh

GRANDMA MOSES PROPERTIES, INC.
46 WEST 57TH STREET
NEW YORK 19, N. Y.

OTTO KALLIR
PRESIDENT

TEL. CIRCLE 5-6734
CABLE ADDRESS: ARTIENNE, NEW YORK

January 6, 1956.

Mr. Edward R. Murrow
See It Now
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Referring to my recent telephone conversation with Mr. Friendly, I am giving you herewith my ideas on how I would like a Grandma Moses movie done, based upon the material which we have.

On the whole, I feel that the form of an interview should be avoided. This means that the idea mentioned by Mr. Friendly, namely, using the television version and only adding paintings and some of Grandma Moses' remarks, would not take full advantage of the possibilities we have in the material taken at Eagle Bridge.

My suggestion would be to have as main topic - like a thread going through the entire film - the creation of the painting SUGARING OFF. The movie should start with Grandma Moses sketching the outlines for the sky and should end with the signing of the picture. The last words should be (page 108 of typescript):

E.R.Murrow: "Well, you are nearing the end of that picture now..." until:
Grandma Moses: "It's finished as far as I'm concerned."

The painting activity should be interspersed with stories which Grandma Moses tells, accompanied by matching paintings, music and/or interview with you.

The following topics should or may be used:

1) How she painted as a child (with painting "Childhood Home")

2) Lincoln's death (interview with you)

3) About her name, Anna Mary, and her brother's name (painting of interior with children)

4) The story of the "Old Oaken Bucket" (with the painting)

5) Soap making (painting of this subject)

6) Clothes and shoes in olden times (interview)

7) Geography (as is in T.V. version)

8) Marriage (music and the painting "A Country Wedding")

9) About her life in the Shenandoah Valley (painting of this subject)

10) Butter Making (expand T.V. version)

11) About children and grandchildren.

12) Politics sixty years ago and now (expanded)

13) Battle of Bennington (with painting of this subject)

14) About the painting table

15) About barns (with the painting "Barn Dance" or a painting of her home with barns)

16) Her visit to Washington

17) Advice to amateur painters

18) About death

19) Closing remarks - see above.

In addition to the existing footage, I think one should take views of the artist's home and surrounding countryside for the beginning and end of the movie.

The following topics should not be used:

1) Remarks about money
2) About Churchill
3) About her going modern
4) About star dust
5) About the Louvre

6) About other artists
7) About Flying
8) About cutting a picture in two
9) "Teaching" you to paint
10) The entire story of the red calico dress

Some of these topics were not used anyway; they are listed only to prevent consideration of their use in the movie.

The sections where Grandma Moses is working on her painting, SUGARING OFF, should be for the most part accompanied by music. As to dialogue pertaining to this portion - the theme - of the movie, I refer you to pages 17-19, 22-26 ff., 35 ff. of the typescript.

When showing Grandma Moses paintings to illustrate stories, details should often be used.

I hope this outline will clearly indicate my ideas. I should be glad to hear your comments at your very earliest convenience.

With best regards,

Sincerely yours,

Otto Kallir

Otto Kallir

OK:HB

Grandma Moses Properties
Kallir, Otto
Program Operations

January 11, 1956

Dear Dr. Kallir:

Thank you for your letter of January 6th. Mr. Friendly and I have not yet given detailed consideration to the form and content of the Grandma Moses film. When we do we will, of course, consider the suggestions contained in your letter.

Sincerely yours,

Dr. Otto Kallir
President
Grandma Moses Properties, Inc.
46 West 57 Street
New York 19, New York

rh

GRANDMA MOSES PROPERTIES, INC.
46 WEST 57TH STREET
NEW YORK 19, N. Y.

OTTO KALLIR
PRESIDENT

TEL. CIRCLE 5-6734
CABLE ADDRESS: ARTIENNE, NEW YORK

January 6, 1956.

Mr. Edward R. Murrow
See It Now
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Referring to my recent telephone conversation with Mr. Friendly, I am giving you herewith my ideas on how I would like a Grandma Moses movie done, based upon the material which we have.

On the whole, I feel that the form of an interview should be avoided. This means that the idea mentioned by Mr. Friendly, namely, using the television version and only adding paintings and some of Grandma Moses' remarks, would not take full advantage of the possibilities we have in the material taken at Eagle Bridge.

My suggestion would be to have as main topic - like a thread going through the entire film - the creation of the painting SUGARING OFF. The movie should start with Grandma Moses sketching the outlines for the sky and should end with the signing of the picture. The last words should be (page 108 of typescript):

E.R.Murrow: "Well, you are nearing the end of that picture now..." until:
Grandma Moses: "It's finished as far as I'm concerned."

The painting activity should be interspersed with stories which Grandma Moses tells, accompanied by matching paintings, music and/or interview with you.

The following topics should or may be used:

1) How she painted as a child (with painting "Childhood Home")

2) Lincoln's death (interview with you)

3) About her name, Anna Mary, and her brother's name (painting of interior with children)

4) The story of the "Old Oaken Bucket" (with the painting)

5) Soap making (painting of this subject)

6) Clothes and shoes in olden times (interview)

7) Geography (as is in T.V. version)

8) Marriage (music and the painting "A Country Wedding")

9) About her life in the Shenandoah Valley (painting of this subject)

10) Butter Making (expand T.V. version)

11) About children and grandchildren.

12) Politics sixty years ago and now (expanded)

13) Battle of Bennington (with painting of this subject)

14) About the painting table

15) About barns (with the painting "Barn Dance" or a painting of her home with barns)

16) Her visit to Washington

17) Advice to amateur painters

18) About death

19) Closing remarks - see above.

In addition to the existing footage, I think one should take views of the artist's home and surrounding countryside for the beginning and end of the movie.

The following topics should not be used:

1) Remarks about money
2) About Churchill
3) About her going modern
4) About star dust
5) About the Louvre

6) About other artists
7) About Flying
8) About cutting a picture in two
9) "Teaching" you to paint
10) The entire story of the red calico dress

Some of these topics were not used anyway; they are listed only to prevent consideration of their use in the movie.

The sections where Grandma Moses is working on her painting, SUGARING OFF, should be for the most part accompanied by music. As to dialogue pertaining to this portion - the theme - of the movie, I refer you to pages 17-19, 22-26 ff., 35 ff. of the typescript.

When showing Grandma Moses paintings to illustrate stories, details should often be used.

I hope this outline will clearly indicate my ideas. I should be glad to hear your comments at your very earliest convenience.

With best regards,

Sincerely yours,

Otto Kallir

Otto Kallir

OK:HB

Ernst, Morris

October 20, 1954

Dear Morris:

About Grandma Moses -- it's just too much trouble to go around that track again. We make deals that are simple and we think fair, but her representatives in the past have complicated matters beyond all understanding. If you, or someone else, is in a position to talk for her, we would be glad to talk.

As ever yours,

Mr. Morris L. Ernst
Greenbaum, Wolf & Ernst
285 Madison Avenue
New York, New York

rh
cc: Mr. Friendly

CBS RADIO

Office Communication

to: Mr. Murrow cc: Mr. Rosen

from: Mr. Seward

January 4, 1956

Mr. Rosen has several little projects which he and I would like to discuss with you:

1. He has stimulated some interest in an idea of theatrical presentation of four YOU ARE THERE films having to do with World War II with you as the over-all narrator.

2. The company has obtained permission from the Museum of Natural History to release theatrically the 20-minute film on the Family of Man originally shown on ADVENTURE.

Would you please set a time when you may talk with us.

For your information, later this week Paul starts the showings of the Armstrong and Moses pieces to World Wide Distributors. He may have a report on their interest by the time we meet.

3 36 J.M.S.

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Robinson, Hub

CBS TELEVISION

Office Communication

to: Ed Murrow

from: Hubbell Robinson

November 14, 1955

Harry Ackerman asked me to show you the attached material as a possibility for "See It Now."

His thought was that you might use it in a piece devoted to American ingenuity and resourcefulness.

I must confess I take a rather dim view of this but maybe there is something in this that I'm missing completely.

H.R.

HR/mk
Att'd.
"Quest for Mollie"
-by A.J. Liebling

F307

CBS TELEVISION

Office Communication

October 14th, 1955

to: Harry Ackerman

from: Don Moore

RE: QUEST FOR MOLLIE
By A. J. Liebling

Here is a summary of the New Yorker piece which the Hollywood agent pitched to you.

DM:mgv

Don

CBS TELEVISION

Office Communication

to: DON MOORE

from: PHIL HURN

Oct. 11, 1955

QUEST FOR MOLLIE by A.J. Liebling
s.s.(semi-documentary),2 parts, 17 pp
pub New Yorker Mag May 26,June 2 issues '45
CBS Reference Library
Sub Oct 10 '55

THEME: War correspondent Liebling pieces together the fantastic story of " Mollie"(short for Molotov), a twenty-six year old dead hero who allegedly captured six hundred Italians in northern Tunisia during World War II; known as " The Mayor of Broadway", a big-shot gambler etc, " Mollie" turns out to have been a very likeable but irrepressible and imaginative bus boy at Jimmy Kelly's in the Village.

It was in April,1943, that war correspondent Liebling saw the body of " Mollie" lying alongside a dusty road in Tunisia after some brisk fighting in the hills. A big,wild-looking,hawk-nosed sergeant was standing guard over the dead man. " That's Mollie," he told the curious Liebling. " Comrade Molotov. The Mayor of Broadway..Jeez,Mac, he once captured six hundred Eyetalians by himself and brought them all back along with him...He always liked to do crazy things - go off by himself with a big pair of field glasses and watch the enemy put in minefields, or take off and be an artillery spotter for awhile, or drive a tank... I don't even know what his real name was -- Warren, I think -- Carl Warren."....

Word got around fast that Liebling was doing a story about Mollie and various people helped fill in the missing details that brought this likeable, fantastic, irrepressible guy to life... He always looked like a soldier out of some other army, wearing a cape and a beret and carrying all sorts of strange gear with him... He couldn't be disciplined yet he was often helpfull to his commanding officers.. No, he hadn't really brought in six hundred Italians prisoners single-handed, but he had played a big part in a mass surrender of the enemy -- it was his idea - but he had taken a pal with him who could speak Italian -- had absolutely no fear -- helped keep up morale of the 9th Army Division amazingly -- was a famous character... He never liked to stay with his own unit -- was always going with another batallion -- or joining up with the French -- always seemed to have money but never borrowed - posed as a big shot on Broadway - had lots of girls - had been court-martialed innumerable times but always moved on before trial -- got the Silver Star for bravery -- everyone agreed he was a terrible soldier but a wonderful guy..

In New York Liebling located Mollie's sister, a Mrs. Ulidjack, whose husband was in the Merchant Marine. He learned that Mollie's real name was Petuskia -- Russian -- that he had changed it later to Warner after he stopped being a pit boy in the coal mines... He had boasted that he had been a bartender at Jimmy Kelly's place in the village but Liebling learned he was a bus boy there - very well liked - a snappy dresser - known as Curly. He belonged to a union - Waiters and Waitresses Local No. 1. When they heard about his death, the Secretary of the union ordered a gold star put on the flag and a notice on the bulletin board. He was Local No. 1 's first dead hero of the war...

CBS TELEVISION

Office Communication

to: DON MOORE

from: PHIL HURN

Oct. 11, 1955

QUEST FOR MOLLIE by A.J. Liebling
s.s.(semi-documentary) 2parts, 17 pp
pub New Yorker Mag May 26,June 2,'45
CBS Reference Lib.
Sub Oct. 10, 1955

COMMENT: Mollie is a fascinating character around whom a colorful semi-documentary might be built. The story of Mollie doesn't start really until Part II. He is a curious combination of " The Playboy of the Western World " and the lead in " No Time For Sergeants".. Certain liberties would have to be taken with the story for dramatic purposes, possibly working in a romantic interest (the guy did attract the ladies) and I'm not sure whether it should be told in a series of flash-backs or not. A sympathetic adaptor might come up with something quite unique in the way of comedy drama , striking a new note in war plays.

POSSIBILITY for STUDIO ONE, CLIMAX.

Columbia Broadcasting System, Inc. Rosen F. 502

OFFICE COMMUNICATION

To Mr. Rosen

From Mr. Murrow

Station

November 3, 1955

I have your memo of October 25th concerning the suggestion made by World Publishing Corporation for books based on the Vice-Presidency broadcast.

For your information, the company has already arranged to put out such book for 50¢ per copy. This would seem to void any possibility of accepting their suggestion.

E.R.M.

CBS TELEVISION

Office Communication

√

to: Messrs. Murrow and Friendly

from: Mr. Rosen October 25, 1955

World Publishing Corp. is so confident of potential large sale for books based on the Vice-Presidency broadcast that they are willing to have specially printed a soft-cover version of their proposed hard-cover book. The soft-cover version would be manufactured at a cost of roughly 83¢ per copy and would therefore be sold at $1 or $1.25.

We would have to assure World of a minimum order of 15,000 copies of the soft-cover edition.

I am meeting later today with Jerry Mason, who published the soft-cover edition of THE FAMILY OF MAN, to see what potential his organization might have for a soft-cover edition of a book based on the program, and will later report to you on the outcome of our meeting.

P. A. R.

PAR:gm

50

Columbia Broadcasting System, Inc.

F. 502

OFFICE COMMUNICATION

To Mr. Jones

cc: Messrs. Van Volkenburg, Friendly

From Mr. Murrow

Station

November 2, 1955

I talked with Thurber last week about "That Reminds Me." He was interested and, indeed, enthusiastic. He has several commitments to clear out of the way, but hopes to suggest a shooting date sometime within the next few weeks.

E.R.M.

rh

CBS TELEVISION

Office Communication

to: Mr. Murrow cc: Mr. Van Volkenburg

from: Mr. Jones October 18, 1955

Have you progressed the idea for a syndication series using James Thurber?

MERLE S. JONES

MSJ:nk

50

CBS TELEVISION

Office Communication

to: Mr. Friendly

cc: Mr. Gude

from: Mr. Murrow

September 1, 1955

Van Volkenburg tells me the Program Board is interested in "That Reminds Me" using Thurber. He sees no possibility of a live network presentation and thinks of it in terms of film syndication. A suggestion is that when Thurber returns from Europe we shoot a pilot and then decide. I told him we would do so. I have ideas about guests, but think we ought to consult Thurber before deciding.

E.R.M.

rh

565

Columbia Broadcasting System, Inc.

F. 502

OFFICE COMMUNICATION

To Mr. Seward

From Mr. Murrow

Station

June 29, 1955

I can't see "That Reminds Me" as a radio piece when I still think it would do right well on television.

Incidentally, did anything ever happen about the idea of using the sound track of PERSON TO PERSON for a 15-minute weekly radio show.

E.R.M.

rh

CBS RADIO

Office Communication

to: Mr. Edward R. Murrow

from: Mr. James M. Seward

June 24, 1955

As I told you on the telephone the other day, we in Radio would very much like to have your "That Reminds Me" program. Aside from everything else, a radio break-in would not only eliminate the bugs but would also protect us against others who might get the same idea (or hear about yours) and get on the air first.

Jim

J.M.S.

jms/ma

693

CBS TELEVISION

Office Communication

to: Messrs: Van Volkenburg, Robinson, Seward

from: Edward R. Murrow

June 15, 1955

This -- believe it or not is a Presentation -- a fifteen-minute television program -- cheap, sensational, summer or winter.

Working title, "That Reminds Me."

The oldest form of communication is the telling of stories.

What I propose is a fifteen-minute series presented live from a real library with a real live fireplace.

Most people have three or four worthwhile stories they like to tell; humorous, anecdotal, or reminiscent. The individual is never more natural or relaxed than when telling a story he likes to tell.

There is no good story-telling in a natural, warm, informal setting on television now.

This would involve well-known names from every field. (I know some doctors, politicians, scientists, journalists who can tell a story as well as any professional.) Most people talk better, more clearly, and succinctly when they are addressing themselves to someone who is in some way handicapped; partially deaf or blind.

I see James Thurber as the host in the library with two guests. I would open the first show with someone like Oppenheimer (who, believe me, can fracture them with some of the funniest and intelligible scientific stories I have ever heard) and Colonel Bert Balchen telling the story of the time he flew Admiral Byrd across the Atlantic. It would be easy to cast a hundred names in an hour. It is the sort of show very few people would decline. The word-of-mouth advertising would be considerable. The cost would be negligible, five hundred bucks to the favorite

charity of the two visitors would be plenty.

This thing would have some of the elements of PERSON TO PERSON, CONVERSATION, WE THE PEOPLE, and WHAT'S MY LINE, maybe with a touch of the LIARS CLUB in it too.

If you have an old rusty fifteen minutes lying about that you would like shined and sharpend where anecdotes, epigrams, and just good old fashioned stories will fall like gentle rain upon the parched earth, leave me know.

E.R.M.

rh

CBS RADIO

Office Communication

to: Mr. Karol

from: Dudley Faust

September 23, 1955

The following is a partial list of accounts to whom we tried to sell the Edward R. Murrow availabilities.

Our efforts to sell the program are continuing, of course. For example, we feel we have a very logical plot for Procter and Gamble for Gleem and their other products which can logically use a dual audience, where the new rate card fifth brand rate of 20% makes the buy an inexpensive one.

Chrysler
Cheesebrough
Chesterfield
Folger Coffee
National Biscuit
Savings & Loan Foundation
N. Y. Stock Exchange
Standard Brands
Prudential
Massy, Harris, & Ferguson
Goodyear
Westinghouse
Chevrolet

Philip Morris
U. S. Tobacco
Buick
Colgate
Nestle
Pepsi Cola
All State Insurance
Sterling Beer
Aero Mayflower
Nutrena Mills
Ralston Feed
Elgin
Paper Mate
Pan American Air Lines

General Electric
Gillette
Florida Citrus
Ford
Groves
Standard Oil
R. J. Reynolds
Brown & Williamson
Lincoln-Mercury
Charles Pfizer
Capital Air Lines
Hardware Association of America

Pall Mall cigs.

D. W. F.

DWF:mjw

Pro. Bus. Radio

CBS RADIO

Office Communication
8/30/55

to: MR. EDWARD R. MURROW Ex 1

from: MR. IVOR DENES

The following stations carry the "ED. R. MURROW NEWS" period 745-8p.m. with network commercials.

AMERICAN OIL - MONDAYS, WEDNESDAYS, FRIDAYS (90)

WADC	AKRON	WPAR	PARKERSBURG
WCAO	BALTIMORE	WGAN	PORTLAND, ME.
WEEI	BOSTON	WHUM	READING
WBEN	BUFFALO	WGBI	SCRANTON
WGAR	CLEVELAND	WHYN	SPRINGFIELD, MASS.
WCED	DU BOIS	WKOK	SUNBURY
WHP	HARRISBURG	WMBS	UNIONTOWN
WDRC	HARTFORD	WIBX	UTICA
WDAD	INDIANA, PENNA.	WBRY	WATERBURY
WARD	JOHNSTOWN	WWNY	WATERTOWN
WCBS	NEW YORK	WWVA	WHEELING
WCAU	PHILADELPHIA	WWPA	WILLIAMSPORT
KQV	PITTSBURGH	WKBN	YOUNGSTOWN
WPRO	PROVIDENCE	WAIM	ANDERSON
WHEC	ROCHESTER	WWNC	ASHVILLE
WFBL	SYRACUSE	WRDW	AUGUSTA
WTRY	ALBANY	WJLS	BECKLEY
WTOP	WASHINGTON	WCSC	CHARLESTON, S.C.
WTAG	WORCESTER	WBT	CHARLOTTE
WMOU	BERLIN, N. H.	WMSC	COLUMBIA
WTSL	HANOVER	WDNC	DURHAM
WAGM	~~PRESQUISLE~~ Presque Isle	WFAI	FAYETTEVILLE
WABM	HOULTON	WINK	FORT MEYERS
WMFD	WILMINGTON, N.C.	WQOK	GREENVILLE
WPCF	PANAMA CITY	WBIG	GREENSBORO
WFTC	KINSTON	WMBR	JACKSONVILLE
WHOL	ALLENTOWN	WTAR	NORFOLK
WVAM	ALTOONA	WGBS	MIAMI
WCMI	ASHLAND	WRVA	RICHMOND
WFPG	ATLANTIC CITY	WDBO	ORLANDO
WGUY	BANGOR	WDBJ	ROANOKE
WNBF	BINGHAMTON	WSPB	SARASOTA
WCAX	BURLINGTON	WTOC	SAVANNAH
WCHS	CHARLESTON, WEST VA.	WSPA	SPARTANBURG
WKXL	CONCORD, N.H.	WTAL	TALLAHASSEE
WCUM	CUMBERLAND	WDAE	TAMPA
WELM	ELMIRA	WJNO	WEST PALM BEACH
WMMN	FAIRMONT	WGTM	WILSON
WFMD	FREDERICK	WTOB	WINSTON SALEM
WENT	GLOVERSVILLE	WGPC	ALBANY, GA.
WARD	HAGERSTOWN	WFOY	ST. AUGUSTINE

CBS RADIO

Office Communication

to: MR. ED. R. MURROW

8/30/55

from: MR. IVOR DENNES

WHCU	ITHACA	WGAU	ATHENS
WKNE	KEENE	WAGA	ATLANTA
WFEA	MANCHESTER	WMAZ	MACON
WRBL	COLUMBUS	WBSR	PENSACOLA

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LINCOLN MERCURY DEALERS - MONDAYS THRU FRIDAYS

KGGM	ALBUQUERQUE	KMBY	MONTEREY
KBOI	BOISE	KFIR	NORTH BEND
KBOW	BUTTE	KOSA	ODESSA
KAVE	CARLSBAD	KWIK	POCATELLO
KSPR	COOPER	KOIN	PORTLAND, OREGON
KSUB	CEDAR CITY	KVCV	REDDING
KHSL	CHICO	KOLO	RENO
KVOR *	COLORADO SPRINGS	KRNR	ROSEBURG
KLZ	DENVER	KROY	SACRAMENTO
KROD	EL PASO	KSL *	SALT LAKE CITY
KERG	EUGENE	KCBS	SAN FRANCISCO
KHUM	EUREKA	KVSF	SANTA FE
KFRE	FRESNO	KIRO	SEATTLE
KID	IDAHO FALLS	KSIL	SILVER CITY
KWIE	KENNEWICK	KXLY	SPOKANE
KFLW	KLAMATH FALLS	KGDM	STOCKTON
KYJC	MEDFORD	KIMA	YAKIMA
KGVO	MISSOULA		

CARRIED MONDAYS, WEDNESDAYS, FRIDAYS ONLY. *

Columbia Broadcasting System, Inc. SIN F. 506

OFFICE COMMUNICATION

To Ed Murrow

From Arthur Morse

Station

August 22, 1955

Re: Tuesday lunch about education show

Present will be Roy Larsen, President of Time, Inc. and Chairman, National Citizens Commission for the Public Schools; Henry Toy, Director of the Citizens Commission; and Gloria Dapper, one of their assistants.

The Citizens Commission, supported by Carnegie and Rockefeller funds, has done an exceptional job in stimulating lay interest in education on a local level. They have assisted independent citizens committees throughout the country who have been willing to cut across social and economic lines in furthering education. They require cross-sectional participation in each town. About 10,000 such groups are now operating . In addition, they have helped to organize 31 state-wide citizen groups. The Commission has four regional offices keeping fingers on the local pulse.

Larson and Toy have traveled extensively and have been exposed to all types of community situations. They are held in high regard by local layleaders as well as by most of the top professionals. They have kept the Citizens Commission free from any doctrinaire approach, and in fact as well as statement, have not plugged for any philosophy of education. However, their stimulation of local interest and distribution of materials about the heritage of free public education has had an enlightening effect all over the country.

The original intention of the White House Conference on Education (scheduled for November) was to organize state-wide meetings which would examine problems and then send representatives to Washington. But the Citizens Commission and the National School Boards Association have extended this down to the school-district level so that thousands of community conferences will now precede the state meetings. As a result of this, about half a million people will be involved (and my visit to the White House Conference staff leads me to think that this has become somewhat embarassing since Federal Aid Proposals are inescapable).

The Commission and its regional people are giving us invaluable cooperation in digging up local materials. I believe Larson and Toy can be helpful in terms of broad perspective.

Columbia Broadcasting System, Inc. Rosen, Paul

F. 502

OFFICE COMMUNICATION

To Mr. Rosen

From Mr. Murrow

Station

April 27, 1955

Sorry, but there is just no time to do the proposed piece with Eamonn Andrews. Also, I have agreed with Aaron and Zousmer that if I ever do a PERSON TO PERSON piece it will be on our own show.

I hope to have a chance to talk with Andrews when he is here.

E.R.M.

rh

CBS TELEVISION

Office Communication

to: Mr. Murrow cc: Mr. Seward

from: Mr. Rosen April 26, 1955

Eamonn Andrews, who is the moderator for the British Broadcasting Corporation's version of WHAT'S MY LINE and who also appears on several other regular BBC broadcasts in a similar capacity, is arriving in this country next week at the behest of the BBC. The BBC, through their New York office, have requested your consideration of the possibility of Mr. Andrews interviewing you in the PERSON TO PERSON style so that the film recording therefrom produced may be shown to British viewers. The BBC would underwrite the costs of such an interview, which would be made only for their television broadcast.

Would you advise me of your thoughts in this connection.

P. A. R.

PAR:gm

50

Robinson, Hubbell

CBS TELEVISION

Office Communication

to: Mr. Ommerle

from: Hubbell Robinson

March 24th, 1955

As I told you rather hurried this morning, I think your thought about a series on the world's great religions would be a most important, significant and worthwhile undertaking.

However, it seems to me to have one quite important disadvantage. "Life" is doing it. Wouldn't we just be taking their idea and adapting it to our purpose?

As you know, one of the by-products of ventures of this kind is the credit that accrues to us for doing something fresh and unusual. I suspect the critics and opinion-formers would not give us the kudos we ought to have under the circumstances.

Now - I would like to try one out on you.

There is one theme which runs through several books I have read - among them Adlai Stevenson's "A Time For Greatness", Chester Bowles' "Ambassador's Report", George Kennan's "Realities Of The American Foreign Policy" and Bernard Baruch's "A Philosophy For Our Times."

That theme is that one of the difficulties with our relations with the rest of the world lies in our failure to understand fully the emotional and intellectual point of view with which other nations and people view us.

This came out again in "See It Now" on Tuesday night in Margaret Chase Smith's interview with U. Nu of Burma and Nehru of India.

There can be no question, whether we wish it or not, we are today the leader of the free world and we will continue to be within most of our life times barring an unsuccessful war with Russia.

One of the most difficult problems in effectively exercising that leadership is the lack of understanding on our part as to how partners regard us and why they dislike us, if they do.

Actually, much of this concern is apparent in the administration's attitude. Eisenhower has indicated awareness of it.

CBS TELEVISION

Office Communication

to:

from:

It is, obviously, a subject too complex to detail without making this a document but it seems to me that if we could construct a series dedicated to clarifying to as many Americans as possible how our partners - both enthusiastic and luke-warm - regard us and how that concerns their and our position and relations with the rest of the free world, we would be performing a tremendous service.

It also seems to me it might be possible to make this a highly provocative and much talked about series.

It might even, for example, be entitled "As Others See Us."

rpm

Prog Bus.

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow cc: Messrs. Seward
Coleman

from: Mr. Rosen

June 25, 1954

Pursuant to your recent request to me, herewith the package sale expiration dates for "SEE IT NOW" and "PERSON TO PERSON".

1. ALCOA ("SEE IT NOW"):

   Term expires November 23, 1954 and there is no renewal provision. *

2. AMOCO ("PERSON TO PERSON"):

   Contract has been renewed and now expires November 18, 1955; AMOCO, however, may terminate following the 13th broadcast in each cycle.

3. NOXZEMA ("PERSON TO PERSON"):

   This agreement expires May 20, 1955 but Noxzema may terminate as of November 19, 1954.

4. Hamm Brewing and any other co-op sponsors of "PERSON TO PERSON" conform with the AMOCO and Noxzema dates.

If there is any further information you desire, will you please let me know.

P. A. R.

PAR:gm

* Historically, our agreements with ALCOA have had a one year term and it has been customary to negotiate the renewal each year just prior to the expiration of the contract.

18 May, 1954

Re: Cost Estimate, "Mid-Ocean Parliament"

I.	Above the line costs:	
	a. Guest Talent	$1,500.00
	b. Personnel and Staff	1,935.00
	c. Travel, phones, petty cash, etc.	1,300.00
	d. Film Production Costs	2,628.85
II.	Below the line costs:	
	a. Physical Production	1,200.00
	b. Rehearsal	616.25
	c. TVR	250.00
	Total:	$9,430.10

Note: This estimate does not include payment to CBS anchor man or to Murrow and Friendly, as producers.

May 18, 1954

Re: Cost Estimate "Mid-Ocean Parliament"

1. **Above the line costs:**

a.	Producer and Commentator		
b.	Guest Talent 3 @ $50.00 each		$1,500.00
c.	Personnel and Staff		1,935.00 ~~1,865.00~~
	1 reporter, contact man, foreign	$250.00	
	1 reporter, contact man, USA	250.00	
	1 secretary	65.00	
	1 cameraman - London (American)	250.00	
	1 cameraman - London (American)	250.00	
	1 soundman - British	100.00	
	1 soundman - French	100.00	
	1 camera crew - Washington	285.00	
	cameraman - 2 days $150.00		
	soundman - 2 days 75.00		
	electrician 2 days 60.00		
	1 stenotypist	70.00	
	1 film editor	250.00	
	1 assistant	85.00	
d.	Travel, phones, petty cash, etc.,		1,300.00
	travel and petty cash $500.00		
	phones and cables 500.00		
	camera crews' expenses 300.00		
e.	Film production costs		2,628.85
	12,000 feet per show (4,000 feet each location)	$1,540.00	
	rawstock $480.00		
	developing 240.00		
	printing 720.00		
	waste and reprint 100.00		
	customs clearance	44.00	
	film shipments - domestic, foreign	65.00	
	customs royalty (returnable)	180.00	
	film shipments to Europe	40.00	
	Cutting Room overhead	128.00	
	tape to film recording - 1 hour	60.00	
	sound stock: raw, developed, printed - 1000 feet	71.00	
	camera and lights, rental, 3 units	450.00	
	Cutting Room Misc. and titles	50.00	

Cost Estimate "Mid-Ocean Parliament"

11. Below the line costs:

a. physical production			$1,200.00
Circuit - Paris to New York: 1 hour		$240.00	
Circuit - London to New York " "		240.00	
Circuit - Washington to New York "		60.00	
Tape Room - recording 1 hour, with eng.		40.00	
Studio - 1 hour with engineer		30.00	
Tape Roome - editing 1 hour, with eng.		25.0	
Charges in Washington		270.00	
Scenery	$ 50.00		
Set dressing	55.00		
Audio, engineering	130.00		
directors fee	35.00		
Day of Show charges		295.00	
Technician - 2 hours	9.50		
Mixer " "	9.50		
Film Shader- 4 hours	19.00		
Tape Room editing recording	65.00		
Synchonous tape recording, Telecine	80.00		
Lights	41.00		
Scenery	32.00		
SetDressing	14.00		
Makeup	10.00		
Script Mimeo	15.00		
b. rehearsal			616.25
Fax 1½ hours	$318.75	(two camera crew)	
No fax ½ hour	42.50		
Telecine 1½ hour	191.25		
Audio	63.75		
C. TVR print (includes original and one print			250.00
Total:			$9,439.10

Wiebe, Dr. Gus

CBS RADIO

Office Communication

to: Dr. Wiebe

from: Edward R. Murrow

December 11, 1953

Thanks for the information on Goodwin Watson. I doubt that we can undertake a television presentation of this situation and I am sorry that that is so. The unfortunate fact is that were we to program every similar suggestion that has been made, we would have time for nothing else. With your permission, I will keep the documentation and get in touch with you if I think we can consider it at a later date.

E.R.M.

rh

1137

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Wiebe

December 7, 1953

Following are some facts on a story that might interest you.

The Americanism Committee of the Westchester County American Legion committee has, for the past year, been attacking the Child Guidance Center of New Rochelle because it includes Dr. Goodwin Watson on its staff.

The charges carefully skirt the open accusation that he is a communist. Watson is accused of being and having been a fellow traveler, a front for communist schemes, a corrupter of youth, etc.

Watson has stated under oath that he is not, and has not been a communist. He is an ordained Elder of the Methodist Church, a member of the faculty of Columbia University (and was under both Eisenhower and Butler) and is vouched for by the present administration of Columbia University.

During New Deal days, he was employed by the government, and was investigated by the Dies Committee. Though no disloyalty was proven, Congress withheld his salary until the Supreme Court declared this legislation a Bill of Attainder. His job was then abolished. Watson is nationally known as an educational psychologist, and may, I believe, be characterized as a "fighting liberal."

Mr. Saunders of Mamaroneck, Mr. White of Larchmont (R) and more recently, Mr. Roscoe, formerly of Larchmont are leading participants in the Legion Committee attack on Watson and the Guidance Center.

The Guidance Center is supported in part by the Community Chests of Mamaroneck, Larchmont, New Rochelle and Pelham. The largest single source of referrals to the Guidance Center is the Public School Systems of these communities.

The case load of the Guidance Center has continued to grow during the attack, and in spite of an enlarged staff, was forced to discontinue new admissions this fall because both its facilities and staff are worked to the limit.

The method of attacking Watson is too release a barrage of accusations, and then another when the first has been laboriously researched and answered. Following the first such attack, about a year ago, the Guidance Center appointed a committee to investigate. The committee included Mr. Deverish (corporation president), Mr. Bozell (retired president of the telephone companies other than Bell), Mr. Stitt (attorney) and others. They studied the case thoroughly, including investigation in Washington, at Columbia University, etc., and found no evidence of disloyalty.

Their printed report was called a white wash by naive men, and further charges were immediately promised. It is believed that the actual drawing up of charges is done by the American Business Consultants, publishers of Counter Attack.

One example of an accusation is that Watson teaches sexual promiscuity and scoffs at the traditional concept of a family. When a member of the Guidance Center committee asked a member of the Legion committee for the basis of this charge, the Legion member said he didn't know. When pressed he agreed to find out. He stated, later that the charge was based on the text of a book written by Watson. The book was prepared under the auspices of the YMCA, and the portion apparently referred to reported a post-war trend (statistically based) toward freer discussion of problems of sex and marriage among college boys and girls.

During this past fall, the attack was broadened to include the supporting Community Chests. The Larchmont Community Chest, threatened with a blast during campaign week, issued a story to the press, promising to investigate charges which had not yet been released by the Legion. This action was precipitated by showing the president of the Chest Board galley proofs, which, when subsequently released were drastically changed.

The Larchmont Chest investigating committee, is now at work and is receiving full cooperation from Watson and the Guidance Center.

About two weeks ago, the Legion committee held an open meeting in New Rochelle where Mayor Church of New Rochelle presented a resolution to the effect that the New Rochelle Community Chest should withhold all funds from the Guidance Center until Watson had conclusively proved his innocence.

X Mr. Hooker has charged, in the Mamaroneck Daily Times, that the Community Chest is a socialistic scheme for covering gifts of money to dangerous enterprises which could not stand individual investigation.

Meanwhile, as part of a nationwide economy move, substantial reductions have been made in allocations to Mental Health Clinics via the National Mental Health Act. This reduction, plus threatened withholding of Chest funds has the Guidance Center in a squeeze. There is a waiting list of some 100 kids and their mothers, needing help on problems that may make the difference between healthy citizens and social liabilities. The Legion committee claims to be protecting these "twisted minds" from meddling by the tainted Watson.

Wat[illegible] research consultant, supervising a research project on the relation of d[illegible]ine to mental health. He brought foundation money to the Guidance Center for this project. He has little or no contact with individual children.

A Dr. E.S. Bradford, of New Rochelle, who had no previous part in this controversy attended the Legion's meeting in New Rochelle in which Mayor Church announced the policy of guilt until innocence is proven. Dr. Bradford was so disturbed that he is now organizing a committee of community leaders. They will meet at the Tom Paine Memorial in New Rochelle (Tom Paine lived in New Rochelle) this Friday, December 11.

The president of the Guidance Center, an excellent woman, and wife of a Congregational Minister, is Mrs. Joseph Howell, Pelham 8-1143.

Dr. Bradford, unknown to the Guidance Center 10 days ago, may be reached at New Rochelle 2-7052.

Complete documentation and much more on the story is available via Mrs. Howell. If I can be of help, let me know. I am torn between holding this to reasonable length, and conveying the devestating dissention that is spreading in these communities. Saunders et al are the ones who have attacked Sarah Lawrence College and the Scarsdale School Board. Budenz is lecturing in Larchmont and has gotten into the act, promising an attack on the Mamaroneck School Board, etc., etc.

Gus Stibb

Brower, Bill
Mg. Dir.

CBS RADIO

Office Communication

to: Bill Brower

rom: E. R. Murrow

November 17, 1953

Thanks for the suggestion about Christmas.

1. I shall send out a few cards to personal friends.

2. I shall say anything I wish to on the subject on my five radio broadcasts and two television shows during Christmas week.

3. I do not like simi-personal recordings of the kind you suggest inserted between doubtful commercials by individual stations.

E.R.M.

dm

CBS RADIO

Office Communication

to: Edward R. Murrow

om: Bill Brower
Program Promotion

November 9, 1953

We are asking all CBS Radio stars to record Christmas greetings for use by the stations during the holiday season. The spots will be sent the stations around the end of this month.

We would appreciate it very much if you would be willing to record such a greeting. It should be in your own words and can be as simple as:

> "This is Edward R. Murrow wishing
> all my friends a Merry Christmas
> and a Happy New Year."

If this sounds feasible to you, we will be glad to arrange recording details.

Thank you for your help.

BB

Robinson, Hubbell

CBS TELEVISION

Office Communication

to: Messrs. Murrow & Friendly cc Mr. Van Volkenburg
Mr. Lodge

om: Hubbell Robinson

Oct. 20th, 1953

I have your memo of October 16th.

Before we attempt to go further with this, I think we ought to make clear one problem of which you may not be fully aware. I know I was not until the recent Color Clinic.

There is absolutely no way of knowing, right now, that any film that we make currently will be usable for colored television. Even the Film Producers Association is candid in admitting this.

I realize, of course, that the method you suggest will also give you a better quality in black&white but don't you think we should consider pausing until there are some pilot signs on what kind of television film will be usable for color?

HR

Columbia Broadcasting System, Inc.

F. 506

OFFICE COMMUNICATION

To Mr. Murrow

From Mr. Paley

Station

October 8, 1953

Rec'd day
Rt to P.

I tried to get you on the phone last Friday night after "Person To Person", but you were out. I thought it went very well, indeed, and that you had the makings of one of the most interesting shows on television. It obviously will improve as you get a better hang of it, but it was damned good for an opener.

I was a little troubled by the device used in giving you a bridge to your interviewees. I think I would prefer the elimination of the window-screen in your room and would bring about the connection by simply stating as you did in some of your "See It Now" interviews that you are going to have a visit through the use of television cameras "now set up and ready" in Mr. Blank's house. On the other hand, it may pay to work further on improving the present mechanism.

I think one of the things that threw me off the use of this device was the stark nature of the setting you were in, although I could see that you had a problem in trying to figure out just what would be right. On the one hand, I suppose you didn't want to be sitting in a control room the way you do on "See It Now"; on the other hand, you didn't want to have a phoney living room atmosphere created for you. Maybe one of the ways of getting over this dilemma is to have you picked up very close, as you are during "See It Now" so that the setting and background become of little importance.

As I said above, though, I think you've got a sure winner in this show and it will be creating a lot of excitement.

"See It Now" last Tuesday was excellent. The piece on India was one of the best things I've seen in a long while.

I do want to see the Nehru piece which was done on the first "See It Now" broadcast of this season. If you can send me the film, I will screen it at home.

2

2

CBS RADIO

Office Communication

Confidential

to: Mr. Adrian Murphy ✓cc: Mr. Edward R. Murrow

from: Wells Church

April 7, 1953

Ed Murrow, Fred Friendly, Sig Mickelson and I have had another conference regarding a better coordinated foreign operation. You will recall that our initial conference envisioned a Foreign Editor through whose hands would pass all manner of communications from New York to our representatives abroad. Today's conference re-inforced that decision, although the ultimate solution to CBS operations abroad is anything but crystal clear.

We reached complete agreement on two points. It is recommended that William C. Ackerman be appointed Administrator of our foreign services. Under the contemplated scheme, Bill would be responsible for the efficient use of our manpower abroad among the needs of such diverse units as the CBS Radio Network and its various subdivisions; the CBS Television Network and its various subdivisions; See It Now; Mr. Mickelson's proposed newsreel unit operation; and the half dozen or so other obvious elements. Ordinarily, editorial judgment on the worth of competing claims is fairly obvious. Any time there is sharp difference of opinion, the decision of the Director of News for CBS Radio would be final. The point here is that if we can stop confusion of the conflicting demands here in New York, we can achieve an efficient foreign operation.

The growth of CBS as a whole has been so great recently that the old rule under which all communications abroad cleared through the Director of News has been noticeably abused. This is no criticism of those who have failed to clear such operations or communications with this office, but it is to suggest that unless we eliminate the confusion in New York, we will always have a confused foreign setup.

This means that no cable, no letter, no telephone call, no package - nothing - can be sent or communicated to our foreign units without the full knowledge of Bill Ackerman, should we be so fortunate as to persuade the Company to put him in the administrative post.

It was the further sense of the conference that even as the Company has grown incredibly in the past few years, it undoubtedly will continue to do so, and no one can be sure what conditions will prevail a year or two years from now. Of one thing I personally am certain (and I am sure that there are those who will disagree) and that is we must have a form of unification abroad and some sort of a unified administrator here in New York. To put it another way, David Schoenbrun, for example, should be in command of all aspects of CBS life in France. Any TV newsreel camera crew which travels in his area should report to him; any TV material shot, be it for

regular TV news shows or See It Now, which requires a correspondent before the camera should utilize Schoenbrun. We have spent hundreds of thousands of dollars building the reputation of our foreign staff, and it seems to me ridiculous to fail to capitalize on it in our TV operations. I suppose it is a natural tendency to prefer to operate independently of anyone else, but I don't think it should be permitted in this case.

Finally, we agreed at the conference that we should send David Zellmer to London about May 15th to relieve Howard K. Smith of the television detail for the Coronation. Under protest, I will agree with Mr. Mickelson's suggestion that Zellmer's expenses be charged 50 per cent to the Radio Willy's budget, and 50 per cent to the Television budget.

Ewa

wc/km

Program Operations

S/N

March 17, 1953

Dear Sam:

"See It Now" has run into a seemingly insurmountable problem which we thought you or someone in your office might be able to help us with. Up until now, our cutters have been working in a borrowed studio and using rented Movieolas. It is now our plan to set up our own facilities by next September. We have begun making plans to purchase the equipment, but we have run into a bottleneck on the subject of Movieolas. The Movieola Company, which is in Los Angeles, (Mr. Sourrier the inventor and the President, as you probably know) cannot promise delivery for eighteen months. Fred Friendly and I thought that you or Danny Mandell might have done considerable business with the company and might be able to bring your influence to bear. I am advised that Model UC20-S is the one we require. We could manage with three if we had the promise of a fourth.

I hate to bother you with such detail, but we have gotten nowhere at this end, and this is a problem we just have to lick.

It was good to see you again last night.

As ever yours,

Mr. Samuel Goldwyn
Sherry-Netherlands Hotel
Fifth Avenue & 59th Street
New York, New York

nic

cc: Mr. Goldwyn - Hollywood

3/11

PRESS MARCH 19, 1952

LT. SAMUEL GOLDWYN, JR.
SHAPE
PARIS, FRANCE

WILL YOU ADVISE IMMEDIATELY SOURSE OF ALL EISENHOWER SOUND AND FILM SEQUENCES IN YOUR SHAPE FILM AND WHEREABOUTS OF ORIGINAL NEGATIVE.

WARMEST PERSONAL REGARDS,

ED MURROW AND FRED FRIENDLY

T150-43

Schoenbrun, David

SIN

ed has copy of this.

COLUMBIA BROADCASTING SYSTEM, INC.

21, RUE DE BERRI, PARIS-VIII

ÉLYSÉES 18-47

DAVID SCHOENBRUN
PARIS CORRESPONDENT

March 17, 1953

return to

Fred: y like this?

Dear Ed and Fred,

I think I have found the perfect place to shoot the Schuman Plan story that we have been writing about so long.

It is the ARBED steel plant in Luxembourg. ARBED, as you know, is the giant steel trust of Luxembourg, which supports the country so that there are virtually no taxes there.

The particular plant which I have in mind is at Esch on the Luxembourg-French border. The unique feature of this plant is a tunnel that runs from their main furnace shed, some 150 yards west and a few hundred feet underground, plunging right underneath the French border into a French iron ore mine. On the other side of the plant is a railroad siding with a trunk line connecting this to the main Luxembourg German border.

Coke from Germany comes in at the east side of the plant while iron ore from under the French border is hauled up to the Luxembourg surface on the west side of the plant, then put through the mixing process to produce Luxembourg steel that is then molded into rails for Holland - the whole operation now being part of one common market with national frontiers and national differences eliminated.

We could shoot the entire story right at that ARBED plant with the faces of the Luxembourg steel puddlers, French iron miners, German coal haulers, perhaps we can even get a Dutch customer on the scene, or even an Argentinian to whom the community is selling some of its products. Perhaps a short scene or two of the High Authority headquarters in Luxembourg city, with Jean Monnet the French President and Etzel the German vice president of the community.

I think that this is a natural for May 1st which is the final date on which the steel market goes into effect. May 1st is a Friday, so you could run it on the previous or immediately following Sunday show. I think that this picture could probably be shot in one week, with a fairly low budget, would make an exciting visual presentation of this very important but abstract subject, and I am very anxious to do it.

I have gotten clearance from Monnet on the project, but have not yet approached the ARBED people. They are reportedly very difficult and shy away from all publicity but with the help of Monnet and Perle Mesta who is very friendly with the ARBED administrators I am sure we can swing it.

Please let me know about this as soon as you can, so that I can get the project lined up.

All the best,

David

Mr. Edward R. Murrow
Mr. Fred W. Friendly
CBS Television - See It Now
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

DFS:pd

CBS RADIO

Office Communication

Consultative

to: Mr. Carl Ward

cc: Mr. Adrian Murphy
Mr. Edward R. Murrow

from: Wells Church

January 12, 1953

I have been thinking about your 11 PM program on Saturday and Sunday nights, and it seems to me we may be getting off on the wrong foot here in looking for a "name" to take over the spot.

You mentioned John Vandercook and Raymond Graham Swing. These are men who are unacceptable to CBS Radio News. They are also men who would insist upon writing their own material. This we could not have on WCBS.

I know it's always easier to sell a name, but names acceptable to the News Department are few and far between. For example, we could write news for Sherman Billingsley and I'll bet you could sell him, but in that case CBS Radio News would be the laughing stock of town.

You also quite logically suggest to me that Bill Downs is not as saleable as Eric Sevareid, but I submit that the dignity of the station and the network would be better served if we presented Downs than if we continued the search and presented some alleged newsman.

WC
by km

wc/km

1137

P. S. TROUT SAYS "NO."

PROGRAMS AVAILABLE FOR SPONSORSHIP

PORTRAIT OF AMERICA -- CHRISTMAS, 1952

...by Edward R. Murrow and Fred W. Friendly

4 to 6 pm, December 25, 1952

This Christmas the CBS Television Network offers an advertiser--who would like to be a part of everyone's celebration of this greatest of all holidays and family days--a unique program

...one different in concept from anything ever done on television

...one capable of commanding wide attention and furthering its sponsor's prestige

...and one of such eminence that it will long be remembered as a part of our observance and celebration of Christmas Day, 1952.

PORTRAIT OF AMERICA on Christmas Day

This program...PORTRAIT OF AMERICA -- CHRISTMAS, 1952...will be, in effect, a panoramic scene of America...a living depiction of our great land and its people as they celebrate Christmas.

All the majesty of America, all its hopes, all its ambitions, its big people, its little people, its very heartbeat in every sound and texture will be here in vivid and dramatic landscapes and contrasts.

Obviously, to create a closely-knit, panoramic portrait of all America at Christmas is a gigantic undertaking--not only creatively but also technically.

It would be impossible in the hands of men less skilled, less sensitive,

less creative and less imaginative than

Edward R. Murrow

and

Fred W. Friendly

How It's To Be Handled

What these two men and their associates are going to do is to go out and record on film and in sound everything that depicts us and the America we live in.

Their material will range from an engineer in the cab of a locomotive in the High Sierras to the suddenly quiet, usually bustling Grand Central Station...from a logging camp in the Minnesota timberlands to a nightclub in Chicago's Loop...from a Creole Christmas in New Orleans to the celebration in a lighthouse off the rockbound coast of Maine...from the Carolinas, where Christmas means firecrackers, to San Francisco's Golden Gate and transports headed for Korea...US Highway 11 from snowbound Rouses Point at the Canadian border down along the Appalachians to US 64 through the Ozarks and out on to the broad plains of the West over US 66...from a Texas cowboy on a windblown range to the chorus of a Broadway hit...from the deserted canyons of Wall Street to a church in Plymouth...from a forest thinned of balsam fir trees to a lifeguard watching many bathers on a Miami beach...from a weary department-store Santa Claus to an early-rising farmer opening the gate to his herd of cows come home to be milked in the evening twilight.

In reality, Edward R. Murrow and Fred W. Friendly's material is the anything and everything--doings, thinkings, hopes--of 157,000,000 people at Christmastime.

Only the skillful cutting and editing and dexterous narration of Edward R. Murrow could do justice to such a gigantic undertaking: A portrait depicting so many people, spread out in so many places--where reverence, excitement, pageantry and folklore will fill hearts--at Christmastime, 1952.

Under Murrow and Friendly's direction we believe this program may well become television's first self-created epic. A program so absorbing in its reach and scope, its drama and sentiment, its reality and impact that it will constitute each year a portrait of the America we live in...that no American will want to miss.

Briefly About The Team: Murrow - Friendly

To the millions of radio listeners, record buyers and television viewers, the team of Murrow and Friendly needs no introduction. For these millions have rejoiced and overwhelmingly acclaimed

...the many great Murrow news broadcasts

...the radio and record-album series, "I Can Hear It Now"

...the Peabody Award winning television program "See It Now"

In "See It Now" every critic, every award-giving body has recognized and pointed with glowing approval to what can be done with a television camera in understanding hands.

Now in PORTRAIT OF AMERICA -- CHRISTMAS, 1952...Murrow and Friendly come up with a program--bigger than anything they've done or anyone else has tried--to prove once again that television's horizons have barely been sighted.

The Importance of Christmas to an Advertiser

Because PORTRAIT OF AMERICA -- CHRISTMAS, 1952 is a depiction of all of us and the America we live in at Christmastime--painted on a canvas two hours wide--it is an opportunity for an advertiser to be a part of everyone's celebration of this greatest of all holidays.

No one need dwell on the importance of Christmas to advertisers...and how enviable such a program as this would be

...entire families watching, absorbing, listening, --in a particularly receptive mood--to an outstanding, completely different program

...the distinction and widespread publicity an advertiser will receive from such a special holiday program

...and above all, a dignified and memorable solution of the problem of wishing everyone--your customers and your dealers and distributors--a most Merry Christmas right in the heart of Christmas Day.

Price of Package

PORTRAIT OF AMERICA -- CHRISTMAS, 1952 will be delivered as a complete package. The gross price for the two hour program, including 15% agency commission

$131,000

September 12, 1952

COPY

CBS RADIO

Office Communication

to: Mr. Tourd and Mr. Wood cc: Messrs. Jencks, Dwyer, and Dunne December 10, 1952

from: Mr. Howard

Prog Oper.

As you know, broadcasters have heretofore been able to broadcast readings of copyrighted prose or poetry to audiences for profit without securing a license from the copyright proprietor. Beginning January 1, 1953 it will no longer be permissible to read and broadcast, or copy for these purposes, any portion of a copyrighted work, whether it be drama, fiction, poetry, or a factual report.

This is the result of Section 1 (c) of the United States Copyright Law having been amended so as to secure to the copyright proprietor, among other things, the exclusive right to delivery, authorize the delivery of, read or present the copyrighted work in public for profit if it be a non-dramatic literary work. (The right to present dramatic works has always been the exclusive right of the copyright proprietor under Section 1 (d) of the Law.) Accordingly, commencing January 1, 1953 no portion of any copyrighted literary work, regardless of its nature, may be read on our programs unless we have a license. Programs such as "Housewives Protective League," "Starlite Salute," and "Arthur Godfrey Time" are particularly involved.

The only variations of the foregoing are as follows:

1. Copyrighted material may be used for research purposes provided that its form of expression is not copied and broadcast. Copying includes paraphrasing since paraphrasing, in effect, utilizes the property rights of the author.

2. "Fair use." It is almost impossible to define the doctrine of "fair use." Basically, it means that, in criticizing or commenting upon a literary work, it is permissible to include reasonable quotations for the purposes of the criticism. I do not feel that this doctrine is of any real help to us in connection with the programs mentioned above. Anything which is done on the basis that it is a "fair use" should be checked in advance with the Legal Department.

I realize that this new development will involve practical difficulties but we cannot run risks of copyright infringements. Accordingly, it will be necessary to limit ourselves principally to the following sources:

1. Copyrighted material with respect to which we have a license.

2. Material in the public domain. This means material which we are certain is not protected by copyright. If there are any questions concerning the status of a particular work, the Legal Department should be consulted in advance.

3. Original material written by employees of CBS.

I will be glad to meet with you to discuss this matter further if you so desire.

s/ H.H.jr.

HHjr/hl/jr

Meet me at the Zoo

CBS TELEVISION

Office Communication

to: Mr. Murrow cc: Mr. Robinson

from: Mr. Van Volkenburg November 11, 1952

I tried to get you on the phone a while ago to talk about the Zoo program. However, I found you tied up outside of the office.

After discussing this program with the program people, we reluctantly have come to the conclusion that we just plain do not have the kind of money required to put the program on film on a sustaining basis.

Thanks for all the work you've done on it.

J. ~~V~~ VAN VOLKENBURG

JLV:ejp

50

CBS RADIO

Office Communication

to: Mr. Thornburg's Secretary, Mr. Wheelock's Secretary

from: Dorothy McDonough
E.R.Murrow office

November 12, 1952

Attached for your files is a copy of Mr. Van Volkenburg's memo to Mr. Murrow regarding MEET ME AT THE ZOO which I have today telephoned to Mr. Thornburg's secretary and shown to Mr. Wheelock when he came by this office.

dm

1137

Meet Me at the Zoo

CBS RADIO

Office Communication

to: MR. VAN VOLKENBURG cc: Messrs. Robinson
Thornburg
Wheelock

from: E.R.Murrow

November 6, 1952

RE: MEET ME AT THE ZOO
Produced by WCAU in co-operation with the Philadelphia Zoo

You asked for figures on this half-hour program on 35mm and on 16.

The inclusive cost, sustaining or commercial, to do this program on 35mm would be $11,505. 16mm, $9,152.

The costs of presenting the program live (without my participation) would be $2,750 sustaining; $3,500 commercial.

We could do, on 16mm, a film for demonstration and selling purposes for approximately $6,500.

Thornburg has pressing commitments to put this program on locally if the network declines to carry it, and a decision must be reached by Wednesday of next week, November 12.

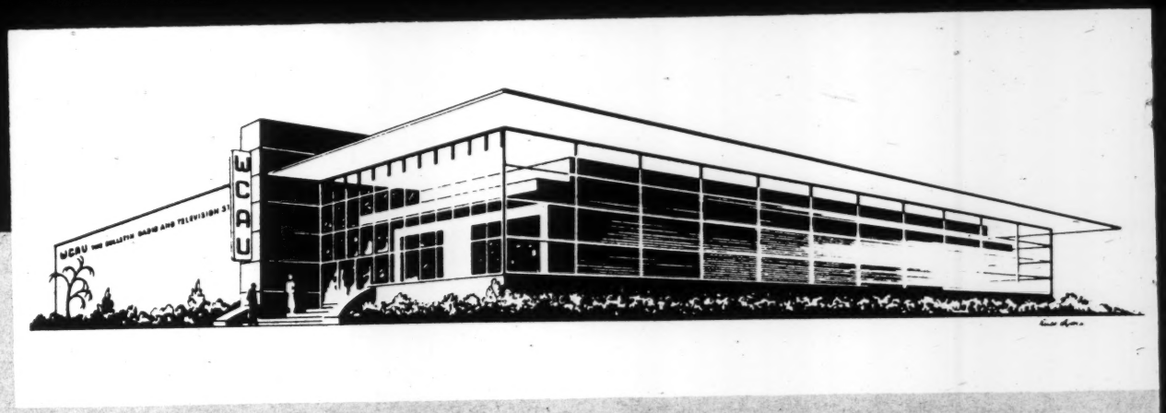
dm

E.R.M.

1137

WCAU

SPEAKING FOR FREEDOM



BUDGET FOR FILM

"MEET ME AT THE ZOO"

An Edward R. Murrow Production

PAYMENT FOR PEOPLE:

WRITER	$250.00
DIRECTOR	200.00
ASS'T. DIRECTOR	75.00
SCRIPT CLERK	65.00
DIRECTOR OF PHOTOGRAPHY	175.00
ASSISTANTS (2) @$100.00	200.00
OPERATING CAMERAMEN (2) @$150.00	300.00
CAMERA GRIP (2 days)	40.00
ELECTRICIANS (4) @$25.00 (3 days)	300.00
PROP MAN	75.00
UTILITY MAN (For stand-by painting or touch up; for greenery, bushes, etc.; for small carpentry jobs, etc.)	50.00
MIXER	150.00
RECORDER	100.00
BOOM MAN	100.00
CABLE MAN	75.00
EDITOR	250.00
ASSISTANT CUTTER	150.00
NEGATIVE CUTTER	100.00
CUTTING ROOM FACILITIES (Moviola, Splicers, etc.)	50.00
FILM CLIP PURCHASE (average, for inserts)	400.00
CARTAGE, LOADING, LABOR, ETC.	200.00
CAST: RANDY KRAFT	250.00
CHILDREN (3) @$25.00	75.00
	$3,630.00

BREAKDOWN:

16mm FILM

COST OF FILM	
16 mm Negative (Total exposed film) 10,000 ft. @ $10.96/roll	$ 274.00
NEGATIVE DEVELOPED	
16 mm - 10,000 ft. @ .025 per ft.	250.00
WORK PRINTS (Picture only)	
16 mm - 4,000 ft. @ .04 per ft.	160.00
ANSWER PRINT	
16 mm - ½ hr. 1,200 ft.	48.00
DUBBING COST	
Studio and personnel - $75.00 per hour (3 hours)	225.00
Ratio 3 for 1 - dub 15 min. segment 16 mm stock cost	72.00
COMPOSITE	
½ hour of 16 mm	48.00
CAMERAS & CAMERA EQUIPMENT	
16 mm Mitchell - $50.00 per day (2 cameras, 3 days)	300.00
Blimps (both cameras)	120.00
Phase invertor for 16 mm camera motors	75.00
Sound equipment @ $50.00 per day (3 days)	150.00
Electrics: Power, lights, reflectors, etc.	500.00
OPTICALS, TITLES	500.00
MAGNETIC TAPE	
4,000 ft. of tape @ .035 per foot	140.00
RECORDING TAPE TO FILM	
4,000 ft. @ .04 per foot	160.00
	$3022.00

BREAKDOWN:

35mm FILM

COST OF FILM	
35 mm Negative (Total exposed film) 25,000 ft. - @ $40.00/1000 ft.	$1,000.00
NEGATIVE DEVELOPED	
35 mm - 25,000 ft. @ .025 per ft.	625.00
WORK PRINT (Picture only)	
35 mm - 12,000 ft. (Ratio app. 4 to 1)	600.00
ANSWER PRINT	
35 mm - ½ hr. 3,000 ft.	150.00
DUBBING COST	
Studio and personnel - 75.00 per hour (3 hours)	225.00
Ratio 3 for 1 - dub 15 min. segment 35 mm stock cost	180.00
COMPOSITE	
½ hour of 35 mm	150.00
CAMERA & CAMERA EQUIPMENT	
35 mm Mitchell N. C. Mitchell $50.00 per day (2 cameras, 3 days)	300.00
Blimps (Both cameras)	120.00
Phase invertor for 35 mm camera motors	75.00
Sound equipment @ $50.00 per day (3 days)	150.00
ELECTRICS	
Power, lights, reflectors	500.00
OPTICALS, TITLES	500.00
MAGNETIC TAPE	
10,000 ft. @ .04 per ft.	400.00
RECORDING TAPE TO FILM	
10,000 ft. of tape to 35 mm @ .04 per ft.	400.00
	$5375.00

ADDITIONAL PAYMENTS

EDWARD R. MURROW	$1,000.00
WCAU (for production and all extra facilities).....	1,000.00
PHILADELPHIA ZOO.....	500.00
	$2,500.00

TOTAL COSTS OF "MEET ME AT THE ZOO"

COST OF 16mm (all inclusive)	$9,152.00
COST OF 35mm (all inclusive)	11,505.00 *

(THE ABOVE FIGURES ARE BASED ON USING MAGNETIC TAPE FOR ALL SOUND.)

* IF IN MAKING 35mm YOU UTILIZE ORIGINAL SOUND ON FILM, THE COST WILL BE APPROXIMATELY $750.00 ADDITIONAL.

Live - 2,750 - S
- 3,500 - C.

Mr. Murrow

CBS TELEVISION

Office Communication

File

to: Mr. ~~Robinson~~ cc: Mr. Littlejohn

from: Mr. Mickelson

File

August 22, 1952

HR

We have checked the question of the best possible use of Eric Sevareid in a television news format including Ed Murrow's suggestion that he be used for a "think piece" on either the 7:30 or the 11 o'clock strip.

The 11 o'clock show is a local New York show of only ten minutes duration, and I think it would be unwise to encourage the use of Sevareid here, and I am sure the budget would not accommodate the addition of Sevareid to this period.

Regarding the 7:30 strip, I am inclined to think that it would be impractical to do a three or four-minute think piece. We estimate the minimum weekly costs of such a feature at approximately $4,000 a week net exclusive of talent, provided, of course, Sevareid remains in Washington. This seems a pretty heavy extra load to ask Oldsmobile and Pall Mall to assume. I am also skeptical whether either of the clients, who are quite enamoured of the straight news format, would approve of the change.

I agree with you and Ed Murrow that Sevareid is a valuable property and can do a spectacular job in the editorial area. I think, however, our best method of using him will be as a special feature of new news broadcasts that we may create. We shall certainly watch for every opportunity to employ his talents, and in the meantime, on several occasions, I have told him that we will be using him as soon as the proper format can be worked out.

Sm

Program Operations
3/N.

MAY 21, 1952

COLUMBIA, LONDON

SMITH MURROW SAYS HAVE JUST SEEN YOUR LANCASHIRE PIECE. ITS MAGNIFICENT AND EVEN IF WE MESS IT UP IN THE CUTTING ROOM IT PROVIDED YOU WITH OUTSTANDINGEST RADIO PIECE LAST SUNDAY. THANKS AND REGARDS

CHURCH

T-150-43

CBS TELEVISION

Office Communication

to: Fred Friendly

from: Ed Murrow

8/N.

April 15, 1952

Subject: Lancashire

Really three elements to this story; should be shot in relatively small textile town near Manchester.

1. Unemployment in a textile town and what it means (this should be brief, and mention should be made of obsolescent equipment in British textile mills.)

2. How do the people feel about the revival and increase of trade with the Soviet Union? Do they feel that ideological differences should prevent normal trade in non-strategic materials.

3. Do they feel that American policy against trade between the Communist and non-Communist world is justifiable and workable. (Anything we can get here on the fear of American policy leading to war or economic collapse would be useful.) In thiscategory we don't want to attempt an examination of the depth or breadth of support for Aneurin Bevan, but if that enters in in simple, understandable language it will be useable.

3. Lancashire goes in big for football, singing, and church.

E.R.M.

Robinson

CBS RADIO

Office Communication

to: Mr. Robinson

from: Mr. Murrow

April 10, 1952

I think this is very good and since you indicated that you have to stretch it, I venture a few suggestions:

Why not remind them that the principal job of a PRO is not to secure favorable publicity for his Admiral, but to convey the accomplishments and requirements of his service. Often, a warrant officer or a seaman can tell the story or point the message better than an Admiral. There's no substitute in sound effects, actors, or gimmicks for authenticity or believability. The good PRO is the man who knows where on the ship or station a man with a good story is to be found--once he brings reporter and informant together, he can only hope the reporter is accurate and the informant vocal.

Incidentally, we are now shooting a piece under combat conditions on a carrier off the west coast of Korea. This won't be no "Fighting Lady" with green waves breaking over the bow andtrick angle shots; it will be--if it comes off--rather an intimate portrait of how guys live and talk and spend their leisure time when they are flying jets off a carrier. Nothing interests people like other people, and the set must be peopled whether it's a coal mine or an aircraft carrier.

Anybody who is doing PRO work for the Navy ought to remember that most of the folks he is trying to reach have not only never seen a battleship, they've never seen a rowboat.

Enough of this. And thanks for the kind words about Friendly and myself.

E.R.M.

TMI

(8/10)

COLUMBIA BROADCASTING SYSTEM, INC.
21, RUE DE BERRI - PARIS - VIII
ÉLYSÉES 18-47

DAVID SCHOENBRUN
PARIS CORRESPONDENT

Good!
Pres received
copy. Dm.

April 8, 1952

Dear Ed and Fred,

Someone ought to tell Ike the facts of public life. Those eminent chowder-heads, Buck Lanham and Cabot Lodge, either don't know or are afraid. The latest story about Lanham around here is that he isn't really a yes-man for Ike. Any time Ike says no, Lanham says no too. And that's most of the time.

I fought myself out with Lanham and had one medium-sized bout with Ike himself about the NATO report. I pleaded with him to set a decent release time and predicted that his 0001 time would in any case be violated, as it was. I also tried to get him to do a radio recording separately from the TV spot, but Ike was stubborn as a Kansas mule. He hates both radio and TV and suffers from the delusion that he can virtually do without them. He has the strange complex about TV particularly, that it is purely a publicity medium for publicity-seekers, and it offends his sense of propriety to stand before a camera. I asked him what the difference was, publicity-seeking-wise, between a press conference without cameras and one with cameras and he couldn't honestly explain the moral principle involved. He just doesn't like it.

I am now engaged in a fight with Lanham about calling a news conference, with cameras, as soon as the announcement is official that Ike has requested relief from duty. Our association has made such a request and I'm again the pool man on it. That jerk Lanham says Ike's letter will speak for itself. He insists there will be no more appearances by Ike for us until the day he leaves at a big farewell press conference. And he refuses to discuss the possibility of Ike making any TV or radio addresses on some special trip home, for one of the three occasions mentioned in a previous report of mine. That's up to Ike, says Lanham, and just pushes the papers through to Ike's aide and you never hear about it again.

I think it would be a good idea for Ed to get in touch with Paul Hoffman about this. It is the only way I know to line up Ike futurely. And he is certainly going to need a radio-TV campaign manager, with some authority, or he'll make some bad enemies in our media. God help the man who takes the job. Ike will be very tough to handle, I think.

I'm sorry about the Notre Dame Easter spot. I pulled every possible string to get permission. Philippe Barrès, whose father was one of France's greatest Catholic writers, and the Count de Leusse, of the Quai d'Orsay, a socialite Catholic leader, both called the Archbishop of Paris himself to back up my request. Through them I got to talk to him about it, and he was extremely pleasant. Monseigneur Feltin, the Archbishop, told me the request came too late to be granted. That is, it came just before the beginning of Holy Week, with special services and conferences of the French bishops in Paris all week long. He told me that he would however grant us special permission to make a film inside Notre Dame, with him and the choir, the organ, the bells, processions, almost anything we liked, after Holy Week. I have an appointment with his film director, Father Pichard, next week to discuss this. I think we ought to make a Notre Dame film, perhaps the Easter Service and the Christmas Eve Service, that is, the highlights of each, for future use. I don't think we ought to use Feltin himself, however, for that could date the film should something happen to him.

I would also like to start working with McClure on a Paris tailpiece spot for SIN, a dateless feature piece that we could work on in between other assignments. I am working on a suggested script now which I'll send to you in a few days - a sort of working outline of the project.

Enclosed, you will find two letters to Buck Lanham in which I requested some material for a spot on Ike's resignation. Lanham has already told me it's very unlikely that he can put it through, but I'm going over his head and behind his back on it as discretely as possible, hoping to get something on it. I also have requests pending for exclusive statements (about 30 seconds each) from Foreign Minister Schuman and Defense Minister Pleven on what Ike's resignation means to France. Ditto a plan with Pierre Lazareff to film the extra edition of his paper France Soir (biggest in the country), that he intends to

bring out when the news breaks. We can get a short shot of the paper coming off the presses, the front-page headline in French over Ike's picture, and a news-vendor running out of the building hawking the story on the boulevards.

Some one of these ideas ought to come through for us, I hope.

Meanwhile, best regards to you all from all of us.

David

Mr. Edward R. Murrow
Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

DFS/pd
Encs. 2

April 8, 1952

Dear General Lanham,

We would like to make a suggestion to General Eisenhower which we believe would be of considerable public and historic interest.

The suggestion is that the General dictate his letter of resignation on a dictaphone machine, rather than to a shorthand typist.

In that way, we would have a permanent voice recording of this extremely important occasion. It could become, perhaps even to the General himself, a very precious souvenir.

For the American public, it would certainly be of the greatest human interest to hear the General's own voice dictating his letter.

The Columbia Broadcasting System would like to use such a recording in a special documentary report which we are preparing on the occasion of the Supreme Commander's resignation.

Naturally, we understand that any such material would be given to us only after the official announcement of General Eisenhower's request for relief has been made.

It is also understood that this request is in line with your official policy that exclusives may be given when the report requested originates with a correspondent and is unique, which, I believe is the case with this suggestion.

We urge you to give this matter your most serious consideration, and would appreciate your cooperation.

Sincerely yours,

April 8, 1952

Dear General Lanham,

C.B.S. is planning to do a special television report on the occasion of General Eisenhower's request for relief from duty as Supreme Commander, if and when the General does so decide.

There are certain personal and material elements that we need for this report and for which we would greatly appreciate your assistance.

We would like to have short statements, recorded on film at SHAPE, from the following personalities:

1) General Alfred M. Gruenther
2) Field Marshal Montgomery
3) General Juin
4) Admiral Caponi

As you see, we would like to get the international flavor in the comments. If any of these officers are not available, could the comment be forthcoming from some other high ranking American, French, British and Italian officer.

We also want very much to interview the person who actually has typed Eisenhower's request for resignation, such as, for example, Warrant Officer Good or Wave Helen Weaver.

We want also to interview you on the way the news broke over here, including such items of interest as transatlantic telephone calls, telegrams, etc. In that respect, do you or can you make recordings of transatlantic calls that are coming to you on this subject, which we could use for our own radio show which we are planning to do on the same topic.

On the material side, we need certain props for the television show:

1) the pen which Eisenhower uses to sign the letter.

2) an exact carbon copy of the letter itself.

3) the typewriter on which the letter was written. We would like to have Mr. Good or Miss Weaver re-enact the scene at the typewriter, filming over the typist's shoulder the letter as it is being typed.

We intend, of course, to stay within your restrictions on politics at SHAPE, limiting SHAPE's participation in the show strictly to the question of what it means to have the Supreme Commander leave.

We would greatly appreciate your cooperation in this matter.

Sincerely yours,

General Charles T. Lanham
Director
Public Information Office
S.H.A.P.E.
Paris

DFS/pd

CBS RADIO

Office Communication

to: Mr. J. Kelly Smith cc: Mr. Murrow

from: Mr. Sewar d

April 1, 1952

You will recall my memorandum of several weeks ago regarding the stations which are carrying Mr. Murrow's 7:45 to 8:00 PM news period somewhat later in the evening, and our decision that such stations should include an announcement that the program was being presented in the time period involved because the station was unable to broadcast it at the earlier hour; this so that the listeners would understand the reasons for any apparent inconsistency with the news they hear on the local broadcasts during the interval.

Ed Reeve has furnished me with a tabulation which shows the actual time the program was carried by each of our stations during the week of March 3 to March 7, 1952. A number of stations were delaying 15 minutes or a half hour but the only delays of longer duration would appear to be the following:

Cedar City, Utah - Station KSUB - Sustaining 11:30-11:45 PM Monday through Friday

Chicago, Illinois - Station WBBM - Sustaining 11:30-11:45 PM Monday through Friday

Detroit, Michigan - Station WJR - Sustaining 10:00-10:15 PM Monday through Friday

Las Vegas, Nevada - Station KLAS - Sustaining 8:45-9:00 PM Monday through Friday

Wichita Falls, Texas - Station WFT - Sustaining 11:15-11:30 PM Monday through Friday

All the times given are CNYT. If you have not already done so, I would suggest that you ask Mr. Schudt to ask the stations to make the kind of an announcement outlined above, and I think that we ought to have some sort of a mechanism set up so that a similar request may be made of other stations who delay the program for more than a half hour in the future.

J.W.S.

pl

Hewitt, Don

CBS TELEVISION

Office Communication

to: Edward R. Murrow

om: Don Hewitt

January 16, 1952

Here is a brief synopsis of our conversation re television recordings of historical events.

Because of the limited budget under which we work in TV News, we do not kinescope in their entirety such events as Churchill's speech to Congress, the dedication of the U.N. headquarters, Truman's speeches to Congress.

If television had been in existence years ago, I am sure that we would be at a loss to explain why we failed to kinescope such events as Lincoln's Gettysburg address or Washington's inauguration. Some day I feel we will regret not making kinescopes of the historical pickups we are now doing live.

The Columbia Broadcasting System has in its television recording setup what is probably the most effective chronicling instrument man has ever known, and we are not making full use of it.

I wonder if CBS might be interested in setting aside funds for a library of television recordings that 100 years from now might very well be the most valuable library in the world. Mr. Paley might want to use these funds to endow a library at Columbia University that could be known as the William S. Paley collection of sight and sound.

I suggest that such a project be handled by a curator who would select material based on the funds available as well as historical significance.

Newsreels have for years been recording on film, only the highlights of these events. This project would enable the world to have a full documentary account of many of the events of our times, more interesting and, in fact, truer, than any history book ever published.

NO SH

S/10

DECEMBER 18, 1951

COLBROSYS, PARIS

SCHENERUN MURROW SAYS SORRIEST FAILED INFORM YOU DID ADVISE LAWRENCE JANUARY SIX DATE FOR SHAPE PIECE STOP SOMETIME YOUR CONVENIENCE WOULDST ADVISE LABHAM GOLDWYN SHAPE FILM PROJECTED FOR NONCOMMERCIAL TELECAST REGARDS

CHESTER

CTD 2-26-38-76

RCA COMMUNICATIONS, INC.

RECEIVED
1951 DEC 18 PM 2:17
C.B.S. CABLE DEPT. N.Y.

PCG/RC5/ ZA RCF494/CQ416 PARIS 30/29 18 1943

COLUMBIA BROADCASTING NEWYORK

PROCHESTER FOR MURROW RECEIVED A LETTER TODAY FROM JOCK LAWRENCE SAYING YOU CABLED HIM RELEASE DATE SHAPE PICTURE JANUARY 6 IS THIS CORRECT QUERY REGARDS

SCHOENBRUN

1413 EST

FORM 101 PW—C

RCA COMMUNICATIONS, INC.

COPY FRIENDLY OFFICE - WITH CORRESPONDENCE - PLEASE RETURN MURROW

SMN

DECEMBER 14, 1951

COLONEL J.B.L.LAWRENCE
SHAPE
PARIS, FRANCE

YOUR LETTER DECEMBER FIVE RECEIVED UNDERSTOOD CONCURRED STOP INFORMATIVELY HAVE SEEN AND NARRATED GOLDWYN XXXXX SHAPE FILM AND HAVE TODAY CABLED LANHAM ASKING FOR INFORMATION REGARDING TELEVISION RELEASE STOP ITS TERRIFIC REGARDS

ED MURROW

2-26-38-76

SUPREME HEADQUARTERS
ALLIED POWERS EUROPE

[redacted]

PARIS ([redacted]) — FRANCE

5 December 1951

Edward R. Murrow,
Columbia Broadcasting System,
Madison Avenue, at 51st Street,
New York City.

My dear Ed,

Both General Lanham and David Schoenbrun have asked me to communicate directly with you on this subject.

As you can well understand, we have been subjected to heavy pressure from other networks, both for television clips of General Eisenhower but in particular for the release of the clip made at your request. Because of the agreement between us, General Lanham has rigidly adhered to what he promised.

It does, however, bring up a couple of points of which you and Fred Friendly should be aware. David Schoenbrun has been kept fully advised.

1. The Basic Problem: It was our understanding that you would let us know, well in advance, the exact time-and-date on which your SHAPE Program would be broadcast (including the Eisenhower clip). We asked Schoenbrun for a "target date" and he first gave us Sunday, 9 December. Since then, he has said that this date is out and that it may be Christmas week. Based on the possibility that it might be Sunday, 9 December, we airmailed two (2) fine-grain prints of the Eisenhower clip to the U.S. Army's Signal Corps Photographic Center at Astoria, New York, to be available for release. Nothing will be done by them until further instructions from PID, SHAPE. Now, we must know from you and Fred Friendly when you propose to release this show. If this information is not possible at this particular time, we must know one week in advance of broadcast, in order to carry out our obligations. I must therefore officially ask you to send us this information as soon as possible. Without it, we will remain in a most difficult position. I am sure you understand.

2. The Chief of Staff, General Gruenther, asked David Schoenbrun the other day if it were possible to include some French officers in the show. He made it very clear that we have no right to question what you use, under the principle of Free Press. By the same token,

friendship gives one a right to suggest. General Gruenther thought that if General Bodet (who is in the sequence with General Festing) might appear in the broadcast, it would help tell of the contribution our French colleagues are making here, absence of whom would be conversely harmful. If you can ensure this, I will be grateful for some word, since the Chief of Staff undoubtedly will bring it up. He is as meticulous a boss as Bill Paley or Frank Stanton. (Or even Fred.)

3. Simultaneous release: I explained that we have had some trouble already on this item. A representative of another network scornfully called you "a genius", in front of General Lanham, in trying to prove that this film should be released forthwith. (Horrible reputation you have !) So that you may know in detail (Schoenbrun sat in the meetings which developed this principle), let me restate how we propose to proceed:

a. Newsreel deadlines are always a problem. Therefore, we have separated television, the entity, from newsreels. When an idea originates with a television company, we call it a "TV Idea", and television deadlines take priority. Conversely, when a newsreel company suggests an idea, it is called a "Newsreel Idea", and their deadlines take priority. Yours is a "TV Idea", obviously.

b. On the Friday before your Sunday broadcast, we will issue prints of this particular Eisenhower clip to all television and newsreel outlets. With this film will go a firm embargo, including time and date for your broadcast, without specifying that it is your broadcast. This will give the other companies a fair chance to work the Eisenhower material into any shows they may have at the same time on Sunday, or thereafter. This is our basic principle on all Eisenhower material. We realize that an embargo depends on honor and integrity. But so do contracts, the basis of our free civilization. So both you and I have no choice but to rely on honor and integrity. I cannot believe it will be broken. The prints will be issued the Friday morning (after you give us the definite Sunday date and time) from the Signal Corps Photographic Center at Astoria, New York. Simultaneously, in Paris, with a similar embargo, this same material will be released for European outlets.

It is most important that we get this date and time from you as soon as possible. The long delay in using this Eisenhower clip could cause a slip somewhere. If anyone else has an acceptable Eisenhower film/television idea, please know that it will be made and released in the same manner, and the timing will be determined, not by us, but by the originator, again.

SUPREME HEADQUARTERS
ALLIED POWERS EUROPE

PARIS (8) — FRANCE

May I hear from you immediately? Please give my regards to Bill, Frank Stanton and Fred. General Lanham joins me in regards to yourself. (And, frankly, we are thrilled at the knowledge that through you the American people will hear this great story of SHAPE.)

Cordially,

Jock

J.B.L. LAWRENCE
Colonel, U.S. Army
Deputy for Plans and Public Affairs

Copies to: Brig. Gen. C.T. Lanham
Lt. Col. De Bary
Mr. David Schoenbrun

Book of 5

3 1/2

DEDECEMBER 13, 1951

HOLCOMB - KNX-TV - LOS ANGELES
HARRIS - KM-TV - OMAHA
GRAMS - KSD - ST. LOUIS
QUINLAN - WBKB - CHICAGO
HANRAHAN- WEWS - CLEVELAND

IMPORTANT THAT KYE KNOW BY EARLY AFTERNOON TOMORROW FRIDAY TENTATIVE CAMERA POSITION ON CHRISTMAS REMOTES FOR SEE IT NOW AND ALSO WHETHER PICTURE IS BEING FEED DIRECT TO STUDIO OR THROUGH TELEPHONE COMPANY.

BEST REGARDS

JOHN AARON
CBS NEWS DEPT.

STR

DECEMBER 12, 1951

COLONEL J.B.L.LAWRENCE
SHAPE
PARIS, FRANCE

PLANNING DEFINITELY DO SHAPE PIECE JANUARY SIX 3:30-4:00 PM EST

AGAIN MY WARMEST PERSONAL AND PROFESSIONAL GRATITUDE.

ED MURROW

2-26-38-76

Perles, Arthur

CBS TELEVISION

Office Communication

To: Edward R. Murrow

From: Arthur Perles

December 7, 1951

Please note and return the attached exchange of correspondence regarding our syndicated column project.

The two marked paragraphs at the bottom of my letter are just to warn you that I intend to have at least one more go on the idea in a couple of months from now.

Hope springs eternal.....

AP;ar
Enc. 2

Columbia Broadcasting System, Inc.

Edward R. Murrow cc: Messrs. Becker and Seward

Arthur Perles

OFFICE COMMUNICATION

November 16, 1951

Attached is a reply to the letter I sent Rex Barley following my discussion with you about a syndicated column under your byline. In my letter, I told Mr. Barley that, because of present heavy commitments, you would be unable to consider the proposition for a few weeks and that, soon thereafter, I will send him definite word whether you contemplate going ahead with it.

I am gratified by his enthusiastic letter and reiterate, the column can be a most successful venture.

AP;ar

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

MIRROR ENTERPRISES SYNDICATE

145 South Spring Street Los Angeles 53, California Madison 2311

Rex Barley - Executive Manager

November 14, 1951

Mr. Arthur Perles
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Arthur:

Very hurriedly, on my return to the office one of the first things I did was to discuss the proposed Edward R. Murrow column with the top editorial brass here. There is a very definite degree of enthusiasm based on his tremendous name and ability provided that he can turn out a column that doesn't depend on its spot element for its appeal (as he must necessarily do on radio) and, of course, provided that his column contains new material which he has not already broken on the air.

I would very much like to see some representative pieces from him directly you are in a position to give them to me.

I am very grateful to you for having given me a first option on this column and I can assure you that on receipt of further detailed information from you, I will not keep you on the end of a string very long but will give you an immediate decision.

Best regards and more later.

Cordially,

(signed) Rex

RB:el

Rex Barley

COPY

June 19th, 1951

Dear Hub:

When I was working among medical scientists on a past project, I was told that the next Nobel Prize for medicine should go to the Doctor who invented a synonym for the word "compound." I think that we should offer a reward for the fellow who creates a replacement for those two tired titles, "Documentary" and "Public Affairs."

Ed and I have begun spending many long hours on TV. The more we talk the more convinced I am that television news can never be just a translation of radio news into a medium of pictures. I think we must concern ourselves with an entirely new concept. This is a phrase I will use over and over again. I think we are in the position newspapers were in before there were newspapers. I think we are where radio was before there were radio programs. We cannot merely copy or translate. We have to create. With a medium to challenge the imagination, it is time we started to stagger it. We must not be content to cover the news; we must make the news. The discussion program, the forum, the interview, as we know them in radio, are dead. The "new kind of public affairs" is part of that new concept. All we know so far is that the industry has not yet begun to move in this direction. I think we know where to start.

This is the first memorandum (other than budget) that I have written since coming to CBS. It is the only "theory" letter I have ever written. I hope it is the last.

As for "Hear It Now" just ended, I continue to stand in awe at the entire atmosphere which you created for Ed and me to work in. The freedom you gave us was without precedent, the opportunity without parallel. Anything we were able to accomplish, was, I think, just a dress rehearsal for whatever we are assigned to do during the coming season. I, personally, have a great professional debt to you, which I expect to fulfill as soon as you give me the word.

Cordially,

(signed) Fred Friendly

Columbia Broadcasting System, Inc.

Roy. Ben

OFFICE COMMUNICATION

To Mr. Paley

From Mr. Robinson

Station

cc: Mr. Stanton

June 20, 1951

While we were discussing the termination of HEAR IT NOW, Ed Murrow and Fred Friendly said that they wanted to spend the next six weeks studying and researching the best way to handle television news.

On the basis of this study they would then make recommendations.

I think you might be interested in the attached note from Fred which, although it is as he says general, nevertheless indicates the general attack and enthusiasm for trying to pioneer a new method in this area.

HR

F. 295 10/48

COLUMBIA BROADCASTING SYSTEM, INC.

Private Wire

NEXT CALL ☐ Please read instructions below **BEFORE** checking speed of transmission desired. **WIRE TODAY** TODAY ☐

Before sending this message please be sure a letter by **REGULAR** or **AIRMAIL** would not suffice, then be brief.

All messages for WBBM, KNX, and WTOP are normally sent within an hour after receipt in the Communications Room. Speed of transmission should be designated for messages to other stations in the boxes at top of this form.

Messages marked **NEXT CALL** are transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Unmarked messages will be handled in this manner.

Messages marked **TODAY** are transmitted to the addressee on the **SAME DAY** they are received in the Communications Room, providing the teletype equipment at the receiving point is attended.

DATE 4/10/51 194

Prog. Oper.

MARTIN, HON, SHERMAN AND MC WBBM

FOLLOWING ARE ARRANGEMENTS FOR PIPING SPECIAL MATERIAL VIA THE PAT FROM NEW YORK TODAY TO BE RECORDED AT WBBM AND USED ON MURROW - HAMM BEER NEWS TONIGHT 7:45-8:00PM CNYT. THE MATERIAL WILL CONSIST OF TWO SEPARATE "TAKES". THE FIRST WILL COME AT EXACTLY 7:10PM AND WILL BE THE MURROW CUTAWAY CUE QUOTE I'LL BE BACK IN A MOMENT WITH THE WORD FOR TODAY UNQUOTE. THIS WILL BE FOLLOWED BY A TEN SECOND PAUSE AND THEN MURROW WILL READ A FORTY SECOND WORD FOR TODAY. MR. MURROW WILL GIVE YOU A THIRTY SECOND WARNING AT 7:09:30PM. THESE RECORDED SPOTS ARE TO BE INSERTED IN THE AIR SHOW, 7:45-8:00PM CNYT, AS FOLLOWS. AT APPROX 7:57:00 MURROW WILL GIVE CUE QUOTE THIS IS ED MURROW IN NEW YORK UNQUOTE. IMMY FLWG THIS CUE CUTAWAY AND PLAY CUT ONE ABOVE WHICH CONSISTS OF THE STANDARD MURROW CUTAWAY CUE. THIS IS FOLLOWED (AFTER TWO SECS) BY YOUR REGULAR HAMM BEER COMMERCIAL WHICH ENDS WITH THE CUE QUOTE NOW HERE'S MR. MURROW WITH HIS WORD FOR TODAY UNQUOTE. TWO SECS AFTER THIS CUE PLAY CUT TWO ABOVE WHICH CONSISTS OF 40 SEC WORD FOR TODAY SPOT. CLOSE PROGRAM NORMALLY AFTER WORD FOR TODAY. NOTE THAT CUTAWAY CUE FOR CLOSING COMML IS ABT 15 SECS EARLIER THAN USUAL. THIS WILL BE ADJUSTED BY THE WORD FOR TODAY WHICH IS ABOUT 15 SECS LONGER THAN USUAL. PLS CONFIRM THESE ARRANGEMENTS.

SIRMONS NY NOD

cc. Master Control, Studio #9, Mr. McCarthy, NOD, Mr. John Aaron

Wash Office

5p

January 24, 1951

Dear Earl:

In answer to yours of January 11, I shall try to set up a formula with Warshba when he comes up at the end of this week, which may eliminate some of the friction with Senators et al. I appreciate your position, but I cannot bleed for you too much. When Time or the New York Times spends an hour interviewing a Senator and then doesn't publish a word of his crashing non sequiturs, no blood is shed.

On this show they will just have to get used to the same thing, but we will do our best to explain to them in advance that their pious platitudes may or may not be used. I suggest that you answer all complaints in the future by saying that of your own knowledge that so-and-so Murrow is an anarchist and totally without editorial judgment.

As ever yours,

Mr. E. H. Gammons
Columbia Broadcasting System, Inc.
Warner Building
Washington 4, D. C.

COLUMBIA BROADCASTING SYSTEM, INC.
WARNER BUILDING, WASHINGTON 4, D. C.

E. H. GAMMONS
VICE PRESIDENT

January 11, 1951

Dear Ed:

Here is a little problem in connection with your show and also having a very vital bearing on keeping happy members of Congress.

Every week Wershba asks various members of Congress, among others, to record a piece. They have seemed to take it for granted that this assures them of going on the air and in some cases have wired constituents and others to listen. Most of the pieces have gone on the air, but in four cases they have not been used on the show - Kem, twice; Welker, once; and Wiley, once. The result has been rather irate gentlemen.

I realize your problem in sorting out material to use. At the same time it gets more difficult each year to get members of Congress to go on the air. They seem to take it for granted that if they agree to do an interview and take the time to do it they will be heard.

I don't have any solution unless we tell them frankly when we make the record that we are trying to collect a certain amount of material on the subject and that only a part of it will be used. Then if they decide to take the time it is up to them. At the same time if you agree to use every bit we record I think you are going to find yourself in a hell of a fix. What would you suggest?

Cordially,

Ed

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Columbia Broadcasting System, Inc.

F553-9/50

To Mr. Nicholson cc: Messrs. Chester, Murrow

From Wells Church

Station

OFFICE COMMUNICATION

January 19, 1951

SP

With reference to the use of correspondents, string and staff, on "Hear It Now" I think the following will provide some clarification.

Under normal news operation we pay staff correspondents nothing for services of any nature rendered on or for sustaining programs. The same is true for "Hear It Now" since it is a sustaining show. The situation is different with respect to string correspondents. In a normal CBS News operation we pay a string correspondent a $50 fee for any broadcasting performed on a sustaining show, whether the performance be of 15-seconds or 15-minutes duration. It is an arbitrary fee. For example, Paul Niven, a London stringer, $50 for a 2-minute spot on the Sunday morning "World News Roundup." Similarly, we would pay Niven $50 for a 15-minute "Report From Overseas" broadcast.

Cooperative shows are different. All hands -- staff and string -- get $25 per performance when they get on and $15 for standby.

I understand that on "Hear It Now" string correspondents are being paid $25 a performance. I will go along with this on the ground that in an hour show you are bound to use an extraordinary number of string operations. If the show goes commercial, however, I want a fee of at least $50 per performance for both staff and string men.

In an hour operation it is inevitable that string correspondents will perform work which ultimately is not used on the air. Such men should be paid $15 to conform to our standby payment on co-ops.

I might suggest that it is supremely important that the bookkeeping in this phase of "Hear It Now" be kept accurate. The quickest way in the world to lose the full cooperation of

Columbia Broadcasting System, Inc.

F553-9/50

To Mr. Mickelson cc: Messrs. Chester, Murrow

OFFICE COMMUNICATION

From Wells Church

Station

January 19, 1951

a string correspondent is to have him work his head off on an assignment and then get no pay whatsoever for it. It is imperative that every string man asked to do anything in connection with this show be logged and paid in one category or the other. This is a morale matter which concerns me.

lwc

Columbia Broadcasting System, Inc. Program Operations

F 568

OFFICE COMMUNICATION

To Mr. Burkland cc: Mr. Murrow

From Mr. Van Volkenburg

Station

January 8, 1951

From information passed on to me from Ed Murrow, it would appear that Peter Paul Mounds and Planters' Peanuts are running a contest of some kind that requires money being sent into the stations.

Much of the mail, however, is coming directly to Mr. Murrow and obviously he can't be expected to handle it.

Will you undertake, if possible, to correct this situation in some way.

Thanks.

as

Columbia Broadcasting System, Inc.

F. 553C-1/49

OFFICE COMMUNICATION

To Mr. VanVolkenburg

From Mr. Murrow

Station

January 5, 1950

I am somewhat concerned about some of the commercials on my show. I am forced to answer an enormous volume of mail complaining about the Hamm Beer sponsorship--not that it is just beer, but that they are in such terrible taste. I have read a couple of their commercials, although I have never heard one, and they are appalling.

It also appears that Peter Paul Mounds and Planters' Peanuts are running a contest and giving away piggy banks or some such thing. This results in mail turning up here which we don't know what to do with; some of this mail contains money.

I don't like the whole idea of having this correspondence or money sent to me. Maybe you could have somebody untangle this thing.

E. R. M.

DECEMBER 18, 1950

Guest Corres

SP.

JACK REDDING
ASSISTANT POSTMASTER GENERAL
WASHINGTON, D. C.

THANKS VERY MUCH MY FRIEND FOR FRIDAY NIGHT'S EFFORT. TWAS BOTH USEFUL AND PROFESSIONAL. SEASON'S GREETINGS.

ED MURROW

(BUSINESS)

s Thompson - Engineering

nny Aaron

Prog. Operations

December 18, 1950

This confirms our conversation this morning regarding Max Resnick and his assignment to do the two Casey Murrow recordings this week.

The first one is Wednesday, December 20, 4 o'clock at Altman's, and the second one will be Thursday, December 21, 4 o'clock, at Mr. Murrow's house, 580 Park Avenue.

Many thanks for helping to set up this recording deal.

(Bottom) Vandenberg, Arthur
Gold

COPY - to Friendly

UNITED STATES SENATE
Committee on Foreign Relations

The Pantlind Hotel
Grand Rapids, Michigan
November 24, 1950

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

My dear Mr. Murrow:

I deeply appreciate your letter of November 21. You outline a notable project which I think is well worthwhile. I want to help in any way I can. But, frankly, I am afraid it is impossible for you to count upon my personal participation in your broadcast. I am still far from well. My stubborn convalescence still pursues me with aches and pains. Just between us, I do not know what I can do if I return in January as is my fondest aspiration. Certainly I shall be on "limited service" for a while and I know my Doctors will absolutely prohibit any outside activities. Therefore, I would not dare to let you rely upon my personal participation in your program.

I know how well you do these documentary things. I had the pleasure yesterday of listening to the record (which you were good enough to send me) particularly covering the Harding-Coolidge era. It was really wonderful. It reminded me of the fact that I had something to do with initiating the use of direct quotations in radio recordings. You may recall that I had a rather sensational (at the time) radio "debate" with President Roosevelt in the 1936 campaign, in which I let him speak for himself (from other available radio recordings) and then answered him.

I am glad CBS is undertaking the project you describe. My untimely illness has kept me out of the bi-artisan foreign policy debate for more than a year. The opponents have pretty well confused the country on the subject. The President himself has not helped any by his resurrected habit of castigating the "no good 80th Congress" when I was Chairman of the Senate Foreign Relations Committee. He has tried to somewhat discriminate between domestic and foreign policies in this respect; but it has been a feeble discrimination which has left a sadly erroneous impression with the country. Of course I am prejudiced but I think the 80th Congress made the greatest of all records in projecting a new foreign policy for the United States and a new national unity on foreign policy through nearly fifty major issues in which the Committee invariably voted 13-0 with totally unpartisan concept and results. If the 80th Congress was "no good" (without exceptions) then the United

Nations and the Greek-Turkey program and the ECA and the Rio Treaty (to mention just a few items) were "no good," - and that isn't just true even in the President's own book. Needless to say, these comments are entirely personal and confidential to you for your own background thinking. They are not quotation or attribution. I think the greatest libel on our "bi-partisan foreign policy" is the repetitious charge that we Republicans were operating on a rubber stamp "me too" basis, for the Truman Administration. Nothing could be farther from the truth. In every instance we completely explored every project submitted to us (which included no Asiatic projects except in ECA). There was the fullest disclosure to our Committee. We made many criticisms and corrections. I personally practically re-wrote the original ECA legislation. Thus we anticipated most of the hurdles. Thus we had true bi-partisan and unpartisan consideration of these matters. Thus we got our votes of 13-0. There was no "me too" in it. I hasten to add that the State Department and the President fully cooperated in these respects.

In my opinion the great achievement was to create confidence in our foreign policies both at home and abroad. In my opinion there is vital need - greater than ever - to recreate this procedure (expanded to cover all major foreign policy considerations) and this resultant unity. It will be more difficult because our critics have had a lively vocal season. Some of our friends have not helped - as witness the President's "no good" speech and the Secretary's "anti-revisionist" speech. Of course foreign policy must be under constant review and even "revision" if required. There is nothing in true bi-partisan foreign policy which calls for a gag, or which discourages the utmost vigilance on the part of Republicans. In holding the Administration to strict accountability for all of its acts and projects. The grave need is to find a "meeting of minds" which will reassure our own country and the world that our democracy can function in times of crisis. The need is to consult national rather than political destiny.

These are some of the thoughts I would have given you upon this subject in a personal interview, to which you are welcome at any time. I am entirely at your service in any way I can be helpful within the limitiations defined above. I shall look forward to your CBS feature with the deepest interest.

With warm personal regards and best wishes,

Cordially and faithfully,

/s/ A. H. Vandenberg

November 21, 1950

My dear Miss Creagan:

I enclose the letter for Senator Vandenberg, and say my thanks to you for your gracious co-operation in this matter.

Sincerely yours,

Miss Geraldyne M. Creagan
Pantlind Hotel
187 Monroe Avenue
Grand Rapids, Michigan

November 21, 1950

My dear Senator Vandenberg:

I have had two most agreeable conversations with Miss Creagan, and was deeply gratified to receive your gracious message saying that you would talk with me briefly. After reflection, and in view of the many demands upon your time and energies, it has occurred to me that I might be able to place this project before you in a letter. Briefly, it is this:

Early in January, we at CBS are going to present a one-hour documentary radio program, based on "American Foreign Policy Since 1945". This will be an all-out effort and will tell the story of the cold war and the fight for peace, in the actual recorded voices of the key figures of these five years. It is our strongest desire to keep this program completely bi-partisan, and we propose to do this by making the Senior Senator from Michigan the central pivot of the entire drama. We intend to do this by using actual quotations from your speeches and interviews. We have made a rather complete study of your speeches and papers since 1945, and find that they provide a very comprehensive history of these vital years.

It is our intention, therefore, to create from these words of yours a sort of running narration to this drama, with certain descriptive support from Murrow. Rather than presume on you further by asking you to read these lines for us, we intend, with your permission of course, to ask the distinguished actor, Spencer Tracy (or someone of his calibre) to play the role of Arthur Vandenberg.

All the other voices would be those of Truman, Byrnes, Marshall, Dulles, Vishinsky, Bevin, Masaryk, Baruch, Gromyko, Austin, Acheson, etc., in actual recordings made at San Francisco, Lake Success, London and Paris. The connecting narration would be done by Tracy and Murrow (Mr. Tracy always using excerpts from the major addresses of Senator Vandenberg.)

Needless to say, extreme effort will be made to keep this a completely honest, non-political document; and of course, the final script and a pre-broadcast recording would be available to

you for review and approval. The program will be broadcast in a prime night-time period and naturally would be non-sponsored and non-commercial. Recordings of the program will be furnished to schools and colleges throughout the nation, and the vast promotional facilities of this network will be used to insure a very large audience. There is a plan to ask entertainers such as Bing Crosby, Arthur Godfrey and Jack Benny to appeal to their fellow tax-payers to tune in on this vital document which has to do with the great challenge facing the American people.

Naturally we will not undertake this project without your consent. We have turned to you because we believe that the Vandenberg story is so much a part of U.S. Foreign Policy, and because your stature and co-operation have made the bi-partisan foreign policy a living, working thing. Your words and your spirit, as we intend to weave it into the program, will enable us to tell the story in an honest non-partisan manner.

I personally am most eager to undertake this hour-long program in addition to my nightly news broadcasts. My enthusiasm is shared by my colleagues here at CBS, and I can assure you that we will make no demands upon your time and energies. To approach the matter on any other basis would be less than patriotic.

Permit me to say that reporting the improvement in your health has given me deep personal satisfaction.

If you require further information about this project, I am yours to command. I hope for your blessings.

Respectfully yours,

/s/ Edward R. Murrow

Honorable Arthur Vandenberg
Pantlind Hotel
187 Monroe Avenue
Grand Rapids, Michigan

cc: Fred Friendly

Perles, Arthur
1960

Mr. Dick Doan

Mr. Arthur Perles - 7

It has taken more than a year of hard slugging to bring our Sheriff Bob Dixon - Chuck Wagon program to its present position in the licensing field. That position I believe unequivocally is now on a firm foundation and has a potential of building to towering proportions. I am convinced the show has a devoted following and, through personal experience and observation, I believe it has a much larger audience than sporadic rating methods indicate. It rates very high with parents and child specialists; editorial staffs at Parents Magazine and House and Garden, for instance, have so stipulated.

For whatever reason, the fact remains that we have been most derelict production-wise, in sales, publicity and promotion on the show. Dixon's private efforts has given the Sheriff and Chuck Wagon a current series in Bell's "Western Stars" magazine, a center break in the Associated Press color cartoon service for newspaper supplements and a United Press full-length feature story on the service's wires - all these, and many more, on a national scale.

Let me show you, what can be accomplished by the application of some thought and effort with this splendid property of ours.

The first licensee (each of them pay us 5% on net sales) with whom we contracted just about a year ago is Kauffmann Saddlery. He paid a $1,000. advance on signing for the rights to make and sell Chuck Wagon goods (hats, holsters, boots, shirts, pants, belts, etc.) In the third quarter of the first year, we received a check for some three hundred dollars past the advance. When you consider he had to develop his line, determine pricing, etc., in a poor market and that I had to prevail on him to set up a separate wholesaling unit, you will appreciate how much ground has been covered. In the last two months, Kauffmann's sales for fall retain business have opened up the following stores among others:

Abraham & Straus	Brooklyn
Bamberger's	Newark
Tepper Brothers	Plainfield,N.J.
Quackenbush	Patterson
Bond Clothes	5th & 35th St.N.Y.
Bond Clothes	Broadway & 45th St. N.Y.
Holthausen	Union City, N.J.
D.M. Rogers	Greenwich
C.O. Miller	Stamford
Sport Shop	Stamford
Kauffmann's	E.24th St.
Schoonmaker's	Newburgh, N.Y.
Schoonmaker's	Beacon, N.Y.

Close to sale are the following, among others (this is from memory):

D.M. Read	Bridgeport
Bloomingdale's	New York
Sak's 34th	New York
Sak's 5th	New York
Gimbels	New York

On these first orders alone, royalties due in the fourth quarter are over $100.

Each one of the aforementioned store sales is for a minimum initial order of not less than $1,200 at the wholesale level and each store must guarantee an advertising appropriation in the local newspapers and direct mail. The manufacturer in turn guarantees to supply a $200 Chuck Wagon display unit to each store plus other point of sale props such as blowup photos of Dixon and the TV stage set.

Our second licensee is Kenwood Mills. They have been licensed to make and sell a Chuck Wagon blanket which is now on sale in department stores throughout the entire WCBS-TV area. The advance royalty in this instance was $1,500.

Third, we have Energy Food Company, making and selling a 25-cent jar of chocolate flavor syrup, enriched by all sorts of dietician approved (by our own confidential tests) vitamins. This too yielded a $1,500 advance.

Fourth, two records are out by Admiral Records, with a guarantee of eight more sides before the year's contract term is out. Here, for the right to mention Chuck Wagon (the deal is actually an Admiral-Dixon one for cowboy recitations), CBS receives one cent royalty per record sold. (When I talk of "right" we should not lose sight of the program promotional value to us in all of these items.)

Fifth, is the comic book deal which guarantees two experimental issues at $1,000 advance royalty each and an escalatored royalty arrangement per copy sold. The first advance has been received. You have seen the first issue. The distribution --- 150,000 copies in the first printing is, of course --- national. The local area is being heavily saturated with copies.

Sixth, and final to-date, is a ten-cent candy bar on which sales begin nationally (and with heavy local distribution) the week after Labor Day. Irving Nemirth, the licensee, is so confident of success, he told me last week, he expects to sell as fast as he can produce.

It should be kept in mind that practically every one of the aforesaid items has nationwide distribution right now. To my knowledge, it is unprecedent for a local show to have that sort of a merchandising tieup. And how about the added phenomenon of a local show with six big merchandise licensing deals --- not blue-sky --- but in actual operation?

Everyone of the licensees has put a substantial sum on the line and is gambling a good part of his entire income chances for the next two seasons, at least, on the pulling strength of these respective products. Moreover, he has ploughed many thousands of dollars in goods, production and sales promotion in his belief that this is the right tieup.

This, believe it or not, is pure coincidence. Today, in the midst of preparing this memo, my friend, Joe Weigers, circulation promotion- publicity chief at Parents Magazine chain, sent me the attached letter and proofs. They should point up my views on the subject under discussion.

Dick Doan

Columbia Broadcasting System, Inc.

F 553-2/50

Arthur Ferlen

OFFICE COMMUNICATION

Aug/ 31/ 50

Additions to My Memo of 8/30
Re: Sheriff Bob Dixon-Chuck Wagon

I omitted:

1. The $2,500 advance royalty on the candy box, sixth licensee mentioned in paragraph six on page 2.

2. Another and seventh license, to Jaymar Specialty Co., division of Louis Marx and Co., for a jigsaw puzzle. At least 300,000 boxes are being printed now. There was a $250 advance royalty paid us for Chuck Wagon in this instance, the same amount paid for the other three in this series, The Goldbergs, Mr. I.Magination and Life of Snarky Parker. The four will comprise the first television jigsaw puzzles sales unit in the retail market. They are being readied for the Christmas buying season.

3. Bob Dixon's personal appearance at the Bond Clothes 5th Ave. and 35th St. store Saturday morning, Sept. 9. His "P.A." will be advertised by the Bond store. Several thousand kids are expected. The comic book and candy boxes are to be given as prizes through the co-operation of the publisher and the candymaker.

Finally:

Did you notice Charles Sievert's column in the World Telegram last night. I thought it rather significant. The column contained the following:

"Wally Ross, publisher of Ross Television Reports, is convinced that 'good programs alone cannot deliver a radio or TV audience.' His observation: "Getting the public to tune in is publicity's job , and its function must be taken into consideration as an integral part of program planning.'"

-30-

Columbia Broadcasting System, Inc.

F 565-9/48

Russell Raycroft

Edward R. Murrow

OFFICE COMMUNICATION

DFS

May 26, 1950 [Dancer-Fitzferald-Sample]

No one can now predict what the news budget will be on June 8, but I do not anticipate that the news will be so light as to permit the inclusion of the item regarding the dedication of the new million dollar research and administrative headquarters of the National Canners Association in Washington. If you want to leave it until that day, of course we will judge this news item in relation to the rest of the day's news. But, as I said, I doubt that it will warrant place in the news budget.

I do not feel that items of this sort, even though this one may be of particular interest to the sponsor, deserve a spot in the news portion of a broadcast unless the story can stand on its own merits. And that, I cannot tell at this time.

E.R.M.

Program Operations

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

Ed
FYI
FS
5/16

FRANK STANTON
President

5-A-1

May 16, 1950

Mr. John Blank, Vice President
Blank Company
999 Blank Avenue
New York 00, New York

Dear John:

Briefly, here are the facts about the CBS-MURROW news program:

1. We expect to receive formal notification that the Campbell Soup Company is releasing the time and program after June 23, 1950.

2. The time period is 7:45-8:00 PM, Monday through Friday.

3. This period is reserved for CBS news and will be offered only for a CBS news program with Ed Murrow as the reporter-analyst.

4. The gross price for this CBS news program is $7,500 per week for the 1950-51 season.

5. Murrow will return to the air August 21, 1950. During his vacation CBS will assign one of its top reporters, Larry Lesueur, to handle the news in the period.

6. Murrow is the top news analyst on the air today.

   The latest NRI report (April 2-8, 1950) gives Monday-Friday rating as 9.0.

   No other newsman on a nationwide network, Monday through Friday, reaches this rating. Here are the top half-dozen for the first four months of 1950:

Ed: I drafted this to send to some top men with whom I have talked about your probable availability
FS

F. 141-3/50

Murrow.....9.9
Thomas.....9.3
News of the World...7.5
Gabriel Heatter.....4.6
Bill Henry.....3.9
Fulton Lewis, Jr....3.4

7. Murrow has occupied this strip since September 29, 1947. During that time his ratings have averaged

8.8.....1947-48
8.5.....1948-49
9.0.....1949-50 (to April)

8. During the 1949-50 season Murrow's weekly NRI rating (an average of five days) has ranged from 6.4 (September 4-10) to 10.8 (February 19-25).

9. During a typical week Murrow reached 24.7 per cent of total U. S. families (NRI data for Feb, 1950) -- in a month almost half of all U. S. radio homes, 47.4.

10. Murrow's biographical sketch from WHO'S WHO, 1950-51, is attached.

11. Since joining CBS in 1935 as Director of Talks and Education, he has held the following posts:

CBS Chief European Representative, London
1937-1945

CBS Vice President in charge of Public Affairs, New York
1946-1947

CBS News Analyst, 7:45-8:00 PM
1947-1950

12. Murrow has probably won more awards for his distinguished reporting than any other news man in the U. S. Here are a few of them:

National Headliners Club Award
in 1938, 1944, 1948

Overseas Press Club Award
in 1940, 1948, 1950

Peabody Award
in 1943, 1949

DuPont Radio Award
in 1948

13. This news strip is not only one of the top circulation-per-dollar buys in all radio, but Murrow is one of the most outstanding personalities on the air today. And news is one type of radio presentation which is least affected by television.

14. Murrow's new radio sponsor would be given a right of refusal on his TV services.

* * * * *

If this program becomes available, it is one of the best buys in network radio. Blank Corporation would be identified with the absolute top news authority on the air -- a man with great prestige, character and following. It is an outstanding opportunity.

If you have any questions about any of these points, or if you want more information, please do not hesitate to call me.

Cordially,

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 p.m. (one time) (B Monday, May 1st, 1950
time of broadcast — day and date

The (C) (main portion of this) program originates at Washington, D. C. - WTOP
exact pickup location

in _____ contact Jesse Zousmer (or John Aaron in New York)
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

Station WQAM WTMC in Miami, Florida contact Griffing Bancroft
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Cues and timings to come later -
short live piece by Griffing Bancroft

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to 34 CS
department or budget

Signed _____

Date May 1, 1950

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

67124

Station _____ Location _____

MATERIAL RECEIPT

Date 8-2-55

Name Ambassador Letter Service

Order No. 395447

Requisition No. 16001

Job No. 414-710-43

REF. JD

Received Via _____ Charges _____

QUANTITY	DESCRIPTION
204	copies of attached Ed. R. Murrow letter

Received By SQ. Sent To E. R. Murrow Accepted By _____

(WRITE NAME IN FULL)

(PLEASE REVIEW CAREFULLY AS YOUR SIGNATURE AUTHORIZES PAYMENT OF INVOICE SUPPLIER WILL RENDER HEREUNDER)

Exceptions Noted _____

1701

NOTE TO STATIONS: After this receipt is completely filled in and signed, mail ~~immediately~~ to the Accounting Department, Columbia Broadcasting System, 485 Madison Avenue, New York 22, N.Y.

F 99 12/54

MOORE BUSINESS FORMS, INC., NIAGARA FALLS, N. Y.

Remotes

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) [redacted] the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) [redacted] September 2, 1949
time of broadcast — day and date

The [redacted] (main portion of this) program originates at WCBS
exact pickup location

in _____ contact John Aaron
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WCBS in San Francisco contact Grant Holcomb
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

4 minutes

Cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American
department or budget

Signed _____

Date September 2, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

Remotes

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) [redacted] the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) ([redacted]) Tuesday, August 30, 1949
time of broadcast — day and date

The ([redacted] main portion of this) program originates at WCBS
exact pickup location

in N.Y.
city and state — contact John Aaron
name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WCAU in Philadelphia contact Charles Shaw
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

2½ minutes

Cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to France American
department or budget

Signed John A. Carroll

Date August 30, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

Remotes

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) (Beginning) (After) Monday, August 29, 1949
time of broadcast — day and date

The (Complete) (main portion of this) program originates at WCBS
exact pickup location

in New York contact John Aaron
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

KFBK in Indianapolis contact Gilbert Forbes
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

1½ minutes of Gilbert Forbes at approx. 7:56

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to France American
department or budget

Signed [illegible]

Date August 29, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ~~(cancel)~~ the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) ~~(beginning, ending)~~ Thursday, May 5, 1949
time of broadcast day and date

The (~~complete~~ (main portion of this) program originates at WCBS
exact pickup location

in New York contact John Aaron
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

London in England contact Howard K. Smith
exact pickup location city and state name of contact

Paris in France contact David Schoenbrun
exact pickup location city and state name of contact

Berlin in Germany contact Bill Downs
exact pickup location city and state name of contact

WTOP in Wash. contact Charles Collingwood
exact pickup location city and state name of contact

in contact
exact pickup location city and state name of contact

(provide cues and approximate timings below if partial originations are involved)

7:40 PM to 8:00 PM

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell Soup
department or budget

Signed John A Carson

Date May 5, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ([redacted]) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) ([redacted]) Wednesday, February 16, 1949
time of broadcast — day and date

The ([redacted] (main portion of this) program originates at WCBS
exact pickup location

in New York contact [redacted] John Aaron
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WCAU in Philadelphia contact Charles Shaw
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

2 minutes

Cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell Soup
department or budget

Signed [signature]

Date 2/16/49

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (~~cancel~~) (schedule) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) (~~Beginning~~) (~~After~~) Wednesday, April 13, 1960
time of broadcast — day and date

The (~~Complete~~) (main portion of this) program originates at New York
exact pickup location

in _____ contact John Aaron
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

KIRO in Seattle, Washington contact Loren R. Stone
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Two minutes at 7:50:30

~~Sound effects:~~

CUES:

MURROW: What's the story out your way?

RETURN CUE: And that, Ed, was our big news out here today.

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell Soup
department or budget

Signed _____

Date _____

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (~~cancel~~) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) (~~beginning~~) (~~After~~) January 27, 1949
time of broadcast — day and date

The (~~[illegible]~~) (main portion of this) program originates at WCBS
exact pickup location

in New York contact John Aaron
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WTOP in Washington contact Jesse Zousmer
exact pickup location — city and state — name of contact

KFAB in Omaha, Neb. contact Griffing Bancroft
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

2½ minutes - cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell Soup
department or budget

Signed [illegible]

Date January 27, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) (~~Beginning~~) (~~After~~) January 26, 1949
time of broadcast — day and date

The (~~Complete~~) (main portion of this) program originates at WCBS
exact pickup location

in New York contact John Aaron
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WTOP in Washington contact Zousmer
exact pickup location — city and state — name of contact

KFAB in OMAHA, Neb. contact Griffing Bancroft
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell Soup
department or budget

Signed

Date January 26, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed

Date

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ~~(cancel)~~ the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) (~~Beginning~~) (~~Ending~~) January 25, 1949
time of broadcast day and date

The (Complete) (main portion of this) program originates at WCBS
exact pickup location

in New York contact John Aaron
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WTOP in WASHINGTON contact JESSE ZOUSMER
exact pickup location city and state name of contact

KOLO in RENO, NEVADA contact H. G. WELLS
exact pickup location city and state name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

(provide cues and approximate timings below if partial originations are involved)

Cues for 2½ minute spot from Reno as follows:

MURROW: He arrived in Reno a few minutes ago and if his teeth stop chattering, he has quite a story to tell.

BUZZINI RETURN CUE: And so you see, Ed, it means more than just another operation for the air force.

Timings and other cues to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell Soup
department or budget

Signed

Date January 25, 1949

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed

Date

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ~~(cancel)~~ the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (one time) ~~(beginning)~~ ~~(After)~~ Monday, November 1st
time of broadcast day and date

The ~~(Complete)~~ (main portion of this) program originates at New York
exact pickup location

in _____ contact _____
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WFRO _____ in Providence _____ contact Morton Blender
exact pickup location city and state name of contact

WCAU _____ in Philadelphia _____ contact Chas. Shaw
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

(provide cues and approximate timings below if partial originations are involved)

4 minutes
Providence
Philadelphia } three-way with New York

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco American
department or budget

Signed John C. Carson
Date 10/29/48

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____
Date _____

532-B-3/48

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 (one time) (~~[illegible]~~) October 11, Monday
time of broadcast — day and date

The (~~[illegible]~~) (main portion of this) program originates at WBZ
exact pickup location

in Boston, Mass. contact Charles Ashley
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

2 minutes of Red Barber

cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American
department or budget

Signed [illegible]

Date 10/11/48

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-6/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (~~cancel~~) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 - 8:00 PM (~~at~~ time) (~~beginning~~) Thursday, October 7th, 1948
time of broadcast day and date

The (Complete) (main portion of this) program originates at WBZ
exact pickup location

in Boston, Mass. contact Charles Ashley
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

(provide cues and approximate timings below if partial originations are involved)

Two minutes by Red Barber, cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American
department or budget

Signed [signature]

Date October 7, 1948

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____

Date _____

532-B-6/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (~~cancel~~) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45-8:00 PM (one time) ~~(beginning)~~ ~~(After)~~ Wednesday, October 6th, 1948
time of broadcast — day and date

The (~~Complete~~) (main portion of this) program originates at WBZ
exact pickup location

in Boston, Massachusetts contact Charles Ashley
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Two and a half minutes by Red Barber

Cues and timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American
department or budget

Signed [illegible]

Date _____

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-6/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ([redacted]) the EDWARD R. MURROW
name of program

7:45 PM (one time) [redacted] WEDNESDAY SEPTEMBER 1
time of broadcast day and date

The [redacted]) (main portion of this) program originates at WAPI
exact pickup location

in BIRMINGHAM ALABAMA contact LIONEL BAXTER
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

exact pickup location in city and state contact name of contact

WCBS in NEW YORK contact AARON
exact pickup location city and state name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

(provide cues and approximate timings below if partial originations are involved)

Cues and timings to come.

Entire show except commercials originates in Birmingham

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to FRANCO AMERICAN
department or budget

Signed John Crane

Date SEPT 1/48

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the EDWARD R. MURROW
name of program

7:45 PM (one time) (Beginning/After) MONDAY AUGUST 30/1948
time of broadcast day and date

The (Complete) (main portion of this) program originates at WCBS
exact pickup location

in NEW YORK contact AARON
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

exact pickup location in city and state contact name of contact

KMBC in KANSAS CITY contact GUPP
exact pickup location city and state name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

(provide cues and approximate timings below if partial originations are involved)

FOUR & HALF MINUTE SPOT BY WALTER CRONKITE
CUES AND TIMINGS TO COME

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to FRANCO AMERICAN
department or budget

Signed John C. Aaron

Date AUGUST 30/48

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ([redacted]) the 3-minute tape recording
name of program

4:45 - 5:45 (one time) ([redacted]) August 6, 1948, Friday
time of broadcast — day and date

The (Complete) ([redacted]) program originates at KVOC
exact pickup location

in Tucson, Arizona contact Lee Little
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American
department or budget

Signed [signature]

Date August 6, 1948

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the EDWARD R. MURROW
name of program

7:45 PM EDT (one time) (Beginning) (After) MAY 5, 1948
time of broadcast day and date

The (Complete) (main portion of this) program originates at WCBS
exact pickup location

in NEW YORK contact AARON
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WEAR in CLEVELAND contact BILL DOWNS
exact pickup location city and state name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

exact pickup location in city and state contact name of contact

(provide cues and approximate timings below if partial originations are involved)

Bill Downs
3-minute spot
cues & timings to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to FRANKLIN-AMERICAN

Signed John G. Clarson

Date MAY 5, 1948

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____

Date _____

532-B-6/46

CONFIRMATION

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) [redacted] the EDWARD R. MURROW WITH THE NEWS
name of program

7:45-8:00 [redacted] March 17th and 18th, 1948
time of broadcast — day and date

The [redacted] (main portion of this) program originates at Washington--WTOP
exact pickup location

in _____ contact [redacted]
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below).

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American
department or budget

Signed John A. Carroll

Date 3/17/48

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ([redacted]) the EDWARD R. MURROW WITH THE NEWS
name of program

7:45-8:00 (one time) [redacted] Wednesday, March 10, 1948
time of broadcast — day and date

The [redacted] (main portion of this) program originates at WCAU
exact pickup location

in Philadelphia contact Jesse Zousmer or Charles Shaw
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Pennco-American
department or budget

Signed [illegible]

Date [illegible]

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) [redacted] special line
name of program

6:30-7:00 PM (one time) [redacted] Friday, February 6th, 1948
time of broadcast — day and date

The (Complete) [redacted] program originates at WBBM, Chicago
exact pickup location

in Chicago contact Ev Hollas
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WBBM in Chicago contact Hollas
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Special feed to be taped for ED MURROW show

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco American Spaghetti
department or budget

Signed Joe G Cass

Date

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed

Date

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) ~~(cancel)~~ the EDWARD R. MURROW WITH THE NEWS
name of program

7:45-8:00 (one time) ~~(programs, series)~~ Friday, January 16, 1948
time of broadcast day and date

The ~~(complete)~~ (main portion of this) program originates at WTOP
exact pickup location

in Washington contact Zoumer
city and state name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WJR in Detroit contact Bill Downs
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

_____ in _____ contact _____
exact pickup location city and state name of contact

(provide cues and approximate timings below if partial originations are involved)

2 minute spot approximate 7:50:30
cues to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco-American Spaghetti
department or budget

Signed [signature]

Date January 16, 1948

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) [redacted] the Feed from Washington for ED MURROW
name of program

4:30-6:00 (one time) (Beginning) (After) Thursday, January 8, 1948
time of broadcast — day and date

The (Complete) ([redacted]) program originates at Washington, WTOP
exact pickup location

in _____ contact George Connery
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Please order this special line to be tape recorded for use on EDWARD R. MURROW [redacted] NEWS, January 8, 1948

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Franco American Spaghetti
department or budget

Signed [illegible]

Date _____

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) [redacted] the EDWARD R. MURROW WITH THE NEWS
name of program

7:45 PM & 12:45 AM (one time) [redacted] Monday, November 17th, 1947
time of broadcast — day and date

The [redacted] (main portion of this) program originates at WCBS
exact pickup location

in NEW YORK contact JESSE ZOUSMER
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WTOP in Washington, D.C. contact Evans
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

_____ in _____ contact _____
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Cues and timing to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to French American Spaghetti
department or budget

Signed John A. Aaron

Date November 17, 1947

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____

Date _____

532-B-12/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) the Edward R. Murrow and the News
name of program

7:45 pm (one time) Wednesday, October 15, 1947
time of broadcast — day and date

The (main portion of this) program originates at WOIC
exact pickup location

in New York contact Jesse Zousmer
city and state — name of contact at pickup location

(If program involves more than one originating point, indicate each additional location below)

WEEI in Boston contact Bill Downs
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

in contact
exact pickup location — city and state — name of contact

(provide cues and approximate timings below if partial originations are involved)

Bill Downs
Spot runs approx 4 minutes
Approx time in show 7:50:00
Cues to come

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell's Soup
department or budget

Signed [signature]
Date October 15, 1947

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ originating at _____
name of program — pickup location

during the above period.

Signed _____
Date _____

532-B-6/46

COLUMBIA BROADCASTING SYSTEM, INC.

Order to Schedule or Cancel Sustaining Programs

DEPARTMENTAL COPY

Please (schedule) (cancel) the Edward R. Murrow and the News (name of program)

7:45 P.M. (time of broadcast) (one time) (Beginning) (After) Monday, October 13, 1947 (date)

The (Complete) (main portion of this) program originates at WCBS (exact pickup location)

in New York City (city and state) contact Jessie Zousmer (name of contact, pickup location)

(If program involves more than one originating point, indicate each additional location below)

WTOP (exact pickup location) in Washington, D.C. (city and state) contact Bob Evans (name of contact)

(exact pickup location) in (city and state) contact (name of contact)

(exact pickup location) in (city and state) contact (name of contact)

(exact pickup location) in (city and state) contact (name of contact)

(exact pickup location) in (city and state) contact (name of contact)

(provide cues and approximate timings below if partial originations are involved)

Five minute spot by Representative Hunit

Approximately 7:51:00

...

Murrow cue: "...and Mr. Congressman if that isn't enough to keep you busy for five minutes I'll be glad to think up some more. We are listening ..."

Return Cue: TO COME

NOTE: Do not delay sending this order, if timings cannot be immediately determined.

Expense to be charged to Campbell's Soup (department or budget)

Signed John G. Cross

Date October 13, 1947

This space for use of Program Operations Department

To Traffic Department:

(Cancel) (Insert) _____ (name of program) originating at _____ (pickup location)

during the above period.

Signed _____

Date _____

532-B-6/46

Columbia Broadcasting System, Inc.

F. 553C-1/49

To Mr. Ream cc: Messrs. Seward, Robinson, Chester

OFFICE COMMUNICATION

From Edward R. Murrow

Station

Prog Oper

March 10, 1950

On February 21st, I recorded from London a six-minute piece which was based on an exclusive interview with Ernest Bevin. When the effort was made to play the record on my show at 7:45, a fuse blew in the tape room after a minute and a half and the show was not heard. Last night I scheduled and recorded a two-minute piece by Charles Ashley including an interview (exclusive) with Dr. Sander the so-called mercy killer. Again the recording gear broke down with resulting confusion and embarrassment. Once I have reported in writing and several times orally that the recording equipment in the newsroom is antiquated and unreliable. The British, the French, the Dutch, the Swiss, the Italians and, to my personal knowledge, a dozen individual stations in this country are better equipped to edit and transmit recordings than we are here at 485.

In future, whenever recordings are used on the 7:45-8:00 program, I propose to warn such listeners as I may have in advance that it will be a happy accident if the recording is transmitted without a technical hitch.

The unreliability of this gear is in no way the fault of the engineers. They can't do it with their bare hands and it is unreasonable to expect reliable performance from Woolworth equipment.

E.R.M.

MEMO

Personal April 27, 1949

Ward Wheelock called today to report that four (4) letters had been received to complain about the public health broadcast of April 22nd; specifically about my references to the A.M.A. as a "doctors' trade union" and the quote from Kim Hubbard: "There's one advantage in being poor; the doctor will cure you faster".

I told him I would be glad to send him a copy of the script in question and that further discussion of the matter didn't seem to have any point.

Edward R. Murrow

Personal February 9, 1949

Memo

Wheelock telephoned today to say that some "nut" had written four letter to McGowan at Campbell Soup complaining that I was a communist and had advocated the entrance into this country of the Dean of Canterbury; also that I had signed a petition to that effect. I informed him that Bailey had telephoned me about this some weeks ago, and that Bailey had a script (August 23, 1948) of the only time I referred to the Dean which was a straight-away report; also that I had signed no petition; also that I was not invigorated by the whole business.

Edward R. Murrow

MEMO

December 22, 1948

Ward Wheelock telephoned to say that the Campbell Soup Company, specifically, Mr. McGowan, President of same, objected to my piece of last night re Laurence Duggan. There is to be a meeting between the client and the agency on Tuesday of next week to discuss the matter. The client, according to Wheelock, feels that I was "carrying a torch" and engaging in "personal defence and editoralizing". I informed Wheelock that the conditions for this broadcast were spelled out in the contract...that I did not propose to discuss with him or with the client my news judgment... that Columbia had raised no objection to the piece...that the general response, so far as I was aware, had been favorable and that he, Wheelock, would have to deal with the client in this matter...that if the client were sufficiently dissatisfied he could, I assume, fail to pick up the option.

E.R.M.

F 565

Columbia Broadcasting System, Inc.

OFFICE COMMUNICATION

To Mr. Henry Grossman c/o: Manuel, Taylor, Semard and Church

From Edward R. Murrow

Station

August 25, 1948

The next time I have even a mild complaint I shall register it by telephone. Your two memos of August 23rd are more than convincing. I hereby withdraw to an unprepared position.

E.R.M.

Columbia Broadcasting System, Inc.

F 565

OFFICE COMMUNICATION

To Mr. Davidson Taylor cc Mr. Edward R. Murrow
Mr. Wells Church

From Mr. Henry Grossman Mr. James M. Seward

Station Tech. & Bldg. Operations

August 23, 1948

This will supplement my previous memo regarding your comments on the tape recording failure of the Babe Ruth story last week.

You questioned whether we had a sufficient number of Field men trained in the operation of tape recording equipment, and, on checking into this situation, I find that thirteen of our fourteen Field technicians are experienced in this work and are capable of doing a first class tape recording job in the field.

Columbia Broadcasting System, Inc.

F 549

To Mr. Edward R. Murrow ✓ cc Mr. Davidson Taylor
Mr. James M. Seward
Mr. Wells Church

OFFICE COMMUNICATION

From Mr. Henry Grossman

Station Tech. & Bldg. Operations

August 23, 1948

I have checked into the failure of the Babe Ruth tape recording outlined in your memo of August 18th, followed by Mr. Taylor's memo of August 19th. Here are the facts:

1. Within twenty minutes after the 4th Floor Schedule Desk received the assignment from the News Department to rush tape recording equipment up to Yankee Stadium for the Babe Ruth story, a tape recorder was tested, taken out of the 9th Floor recording room and ready to roll from the front of the building with two of our Field technicians.

2. Within the next forty minutes they were set up at Yankee Stadium, had made satisfactory test cuts and were ready to record.

3. When the tapes were brought back to 485 and played here, the "hash" was observed and traced to RF interference from the WJZ shortwave mobile unit at such times when it was parked across the street from our tape recorder at the stadium. When this mobile unit moved a block away, there was no evidence of the interference.

4. It so happened that, when you decided to schedule this job, the five tape recording machines from the Field Department were out on other assignments, making it necessary to take a machine from the 9th Floor recording room.

5. Messrs. Mason and Harris, the two Field technicians assigned to the Babe Ruth job, happen to be two of our most competent technicians on tape recording. They do many of these jobs each week in the field for the News Department, and the News Department has confirmed to me that there is rarely technical trouble on this type of job. The rare occasion when a failure occurs, has been the exception rather than the rule.

6. Our Engineering Department has told me repeatedly that, while the Brush tape recorder is not professional equipment, it still is the best available for portable field work at the present time.

Columbia Broadcasting System, Inc.

OFFICE COMMUNICATION

To Mr. Edward R. Murrow cc Mr. Davidson Taylor
Mr. James M. Seward
Mr. Wells Church

From Mr. Henry Grossman

Station Tech. & Bldg. Operations

August 23, 1948

7. I haven't heard tapes made by stations in Tuscon, Klamath Falls and Rapid City, but I have heard tapes from OTHER affiliates and I have seen other stations in the field making tapes. Their efficiency in handling such jobs and their final results were no better than ours, and in many cases not as good.

8. Perhaps some time could have been saved if one of the Field tape recorders had been on the shelf in the Field Shop instead of all five of them being out on other jobs.

F. 565

Columbia Broadcasting System, Inc.

To Mr. Seward cc: Messrs. Murrow, Church, Grossman

From Davidson Taylor

Station

OFFICE COMMUNICATION

August 19, 1948

Attached is a memorandum from Mr. Murrow stating his dissatisfaction over a recent tape failure in connection with recordings made of people talking about the death of Babe Ruth. I, too, heard these recordings while they were being run off, and it really was sad to hear what wonderful stuff had been got and how impossible the quality was.

I, too, know from observation in stations on the spot that somehow or other they seem to get more consistently reliable quality out of their tape jobs than we do.

We have been into this thing numbers of times before, and we are generally told that it is a matter of trained manpower. May I once again urge that that manpower must be trained and that the equipment must be kept in condition or replaced if it is not good enough. We are cutting ourselves out of too many opportunities to be ahead and we are handicapping ourselves with too many new shows which ought to be in the works.

DT

Columbia Broadcasting System, Inc.

F 883C

OFFICE COMMUNICATION

To Mr. Davidson Taylor cc: Messrs. Church, Greenman

From Edward R. Murrow

Station

August 18, 1948

Yesterday afternoon we wanted to get a few minutes recording of people who were viewing all that is mortal of Babe Ruth at Yankee Stadium. It required approximately one hour to get the recording gear tied up and moving from 485. Six interviews were recorded--only three were usable due to interference from some undetermined quarter. Apparently, the quality of the recording was not checked on the spot (we generally managed to do this even during the war when, on occasion, it was uncomfortable). This, if I may say so, is a hell of a way to run a network. There are coffee pots around the country with a station manager who also announces, operates recording gear and gossips up who handle recordings with greater facility and effectiveness. Why can't we get rid of this "Woolworth" gear and make it possible for network headquarters to record and transmit with at least the same speed and fidelity as is achieved by stations in Tucson, Klamath Falls and Rapid City.

This mild and restrained complaint is not aimed in any sense at the Engineering Department. It is uttered only in the hope (futile, no doubt) that we can acquire some recording gear that will work. Sometime we might really need it.

E.R.M.

June 11, 1948

Mr. J. B. Lockhart
Alabama Prohibition Committee
Talladega, Alabama

Dear Mr. Lockhart:

Your letter has been received in Mr. Murrow's absence.

As Mr. Murrow is on vacation and the current series of broadcasts has come to an end, it will naturally be impossible to interview the Prohibition Party candidate on the air. I regret that your suggestion did not come sooner, and will bring your letter to Mr. Murrow's attention on his return to the office.

Sincerely yours,

Joan Platoff
Secretary

ALABAMA PROHIBITION COMMITTEE
J. B. LOCKHART, CHAIRMAN, TALLADEGA
MRS. C. H. McADORY, CO-CHAIRMAN, AUBURN
IF DRYS GET TOGETHER WE CAN WIN

June 4, 1948

Mr. Edward R. Murrow
Central Broadcasting System
485 Madison Avenue
New York, N. Y.

Mary — This is indeed I on vacation thanks

Dear Sir:

A friend of our party writes me that you have been interviewing over the radio the candidates for president for the different parties. She thinks that perhaps you might want to interview Dr. Claude A Watson of Los Angeles the candidate of the Prohibition Party. His address is Highland Park, Los Angeles.

If you would like to interview this very intelligent gentleman, please wire me collect, and I will endeavor to get his cooperation.

Yours very truly,

J. B. Lockhart

J. B. Lockhart
Talladega, Alabama

Guest Cards.

May 24, 1948

Dear Mr. Cannon:

Thank you very much for giving us the opportunity of interviewing Mr. Farrell Dobbs.

However, the plans for this series of interviews with Presidential candidates were completed many weeks ago, and I regret that we cannot extend the list of participants.

Sincerely yours,

Mr. James P. Cannon
Socialist Workers Party
116 University Place
New York 3, New York

Socialist Workers Party

116 UNIVERSITY PLACE • NEW YORK 3, N. Y. • ALGONQUIN 4-9330

JAMES P. CANNON
National Secretary

May 18, 1948

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow:

Having read about your projected series of radio interviews with Presidential aspirants over CBS, I would like to ask you to include an interview with the Presidential candidate of the Socialist Workers Party, Farrell Dobbs. As in the case of Henry Wallace, this is the first Presidential campaign of the Socialist Workers Party, which is busy now collecting nominating petitions for Mr. Dobbs throughout the country, and has already placed him on the ballot in states with more than one-sixth of the total national vote cast for the Presidency in 1944. Attached is a copy of the text of Mr. Dobbs' first radio broadcast in the campaign, over NBC on May 15. I am sure that your radio audience would be quite interested in learning the views of a militant anti-capitalist, anti-Stalinist candidate.

Any additional information required will be quickly supplied.

May we expect an early reply to our request?

Yours truly,

JPCannon

James P. Cannon
National Secretary

JPC:ra
Enc.

NEWS RELEASE

Socialist Workers Party

116 UNIVERSITY PLACE
NEW YORK 3, N. Y.
Telephone: ALgonquin 4-8547

JAMES P. CANNON
National Secretary

May 15, 1948

Farrell Dobbs, Presidential nominee of the Socialist Workers Party, declared in a broadcast over a nationwide NBC hookup tonight that "the party of Henry Wallace is not a genuine anti-war party because it is not an anti-capitalist party. A movement for peace pledged to disband at the outbreak of war is nothing but a mass swindle of the millions of people who have placed their confidence in this movement."

"The only alternative," Mr. Dobbs said, "to the war and military dictatorship now being prepared by the monopolists and their bipartisan tools in Washington for the American people is a Workers and Farmers Government and a Socialist Society."

Mr. Dobbs was one of the leaders of the Minneapolis truck-drivers' strikes in 1934 and formerly Secretary-Treasurer of Minneapolis Truckdrivers Local 544 and International Representative of the Teamsters Union. He was one of the 18 members of Local 544 and the Socialist Workers Party who were sentenced during the Minneapolis sedition trials and served a prison term in 1944-1945 for their opposition to the war.

The nomination of Mr. Dobbs, made by the National Committee of the Socialist Workers Party, will come up for ratification at the party's National Convention to be held in this city, July 1-5.

The text of Mr. Dobbs' speech follows:

NEWS RELEASE

Socialist Workers Party

116 UNIVERSITY PLACE
NEW YORK 3, N. Y.
Telephone: ALgonquin 4-8547

JAMES P. CANNON
National Secretary

ADVANCE COPY

RADIO SPEECH OF FARRELL DOBBS,

PRESIDENTIAL CANDIDATE OF THE SOCIALIST WORKERS PARTY.

N.B.C. - May 15 - 5:00 to 5:15 PM

Less than three years after the termination of the Second World War we are threatened with the imminent outbreak of another. Within the lifetime of one generation, we have gone through a vicious cycle of war; then depression; then another war; then the present inflation; and the frenzied preparation for a Third World War. This is the cycle of capitalism -- war, depression, inflation, and again war.

The capitalist masters of America and their political tools at Washington are deliberately plotting and preparing to drag the American people into another war. Capitalist production for profits cannot be reconciled with peace and prosperity for the people.

Hardly two years after converting industry to peacetime production, the home market is already saturated. The workers can buy back only a small portion of what they produce, and the ruinous inflation, combined with a refusal to grant even a cost-of-living wage increase, only aggravates the contradiction. The countries of Europe and Asia, ruined by the war, are unable to buy the surplus American goods. The ruling capitalists see no way of postponing the threatened depression, which will be far deeper and more devastating than that of the Thirties, than by shifting to an armaments economy in preparation for an actual war. In their minds, peace is identified with the demands of organized workers for a larger share of the products of their toil, for a greater degree of security. Peace is identified in the minds of the

(more)

profit-mongers with the nation-wide strikes of the miners, railroad, packinghouse, auto and steel workers. They want to make an end of that. They want to break up the unions and free themselves from the necessity of dealing with organized workers.

The war which they are plotting and preparing is directed against the American people as well as against the rank and file of humanity throughout the world.

The drive against the unions was spearheaded by the passage of the anti-union Taft-Hartley law whose provisions are now being used to smash strikes with injunctions and police terror. The Steel Trust, giving the lead to the major corporations, has refused to disgorge a single penny of its fabulous profits for wage increases to meet the increased cost of living of workers in the mills.

The Chrysler Corporation, wallowing in excess profits, has forced its workers to strike for modest cost-of-living increases.

The packinghouse workers have been battling injunctions and police terror on the picket lines for more than two months.

With all my heart I greet the heroic auto and packinghouse strikers who are fighting the battle of all workers today.

The preparations for war coincide with preparations for military dictatorship at home. The major posts in the cabinet and the chief positions in important government agencies are occupied by the brass hats of the army and the navy or the overlords of industry and finance.

Under the direction and inspiration of this notorious Wall Street-Brass Hat combination, democratic rights and civil liberties are under constant attack. A bill to militarize the youth is being rushed towards passage. Government employees are subjected to Gestapo-like inquisitions. Congress itself is the scene of wild orgies of officially organized witch-hunting.

Foreign-born trade union leaders are picked up every day and held for deportation. The notorious Mundt Bill, now in preparation,

would make all opposition to the military dictatorship a crime punishable by long prison sentences, by deportation and concentration camps.

The monopolists are determined to take all the colossal costs of the war out of the hides of the American workers.

"Business Week," an authoritative Wall Street magazine, brutally admits to this purpose in its issue of April 24th. I quote: "Living standards would have to go down -- not up. . . we couldn't fight another war without dictating to everyone where to work, what to do and what to get paid for it. . . All the candy has been passed out now. This time there would be nothing left but the whip."

So speaks "Business Week," an authentic voice of the monopoly capitalists, who are the chief enemies of the American people.

This is the outspoken program of military dictatorship -- the iron heel of the capitalist oligarchy stamping out the lives, the hopes and the liberties of the masses of American people.

The military dictatorship is the inexorable product of a system which is driven inevitably, by the iron laws of its own contradictions, and of its insoluble crisis, from one global war to another. The conclusion follows with the same inexorable logic:

There can be no effective struggle to defend the unions, to protect and improve the living standards of the workers, to safeguard and extend the rights and liberties of the American people, unless it is directed against the capitalist oligarchy and its agents in the bipartisan coalition which rules in Washington.

There can be no effective struggle against war unless it is directed towards the elimination of the war-breeding capitalist system; towards the destruction of the power of life and death over the entire human race now possessed by a handful of madmen.

There can be no effective struggle against the twin monsters of war and military dictatorship unless it is directed towards

the establishment of a Workers and Farmers Government, which will organize this country and the world for a society based on human needs, without profits, classes or exploitation.

Only one party stands on the basis of such a program in the United States today. That is the Socialist Workers Party whose banner I shall be proud to carry in the coming presidential election campaign.

The party of Henry Wallace, despite its loud agitation for peace, disarmament and against internal repression, is not a genuine anti-war party, because it is not an anti-capitalist party.

A movement for peace pledged to disband at the outbreak of war is nothing but a mass swindle of the millions of people who have placed their confidence in this movement. The Communist Party, by supporting this Wallace swindle, is once again selling out the American workers to serve the momentary diplomatic interests of Stalin and his Kremlin gang.

There is another so-called peace party, not as large as the Wallace Party but just as loud in its anti-war pretensions. I am referring to the party of Norman Thomas. This party bears the name of the organization which once claimed Eugene V. Debs as its leader. But this is a cruel deception. Debs fought the First World War before official entry of the United States. He went to jail for continuing this struggle after the declaration of war by Congress. Norman Thomas and his cohorts betrayed the memory of Debs by jumping on the war bandwagon the day after the United States entered the war.

The struggle for socialism does not cease in time of war. On the contrary those who quit the struggle when war breaks out cease to be socialists.

The Socialist Workers Party took its position in the tradition of Debs in the Second World War. It continued its struggle against war and capitalism, even though eighteen of its leaders suffered imprisonment for their fidelity to the working class and to the cause of socialism.

The Socialist Workers Party will continue the same uncompromising struggle today on the brink of the Third World War.

Workingmen and Workingwomen! In your great numbers, and in your mass organizations, rests the power to stop this fatal plunge into war and dictatorship. You have the power to change everything.

Organize this invincible power!

Unite with the Socialist Workers Party!

Bind your ranks together with a socialist program, and begin the march to a world where we and our children can live in peace as free human beings without poverty and without fear!

# # #

F. 559

Columbia Broadcasting System, Inc.

OFFICE COMMUNICATION

To Mr. Murrow

From Miss Sioussat

Station

October 31, 1947

Henry Wallace's office called today to say that the date is still November 4 for his arrival back here.

They have already sent out one release that he is to be your guest Wednesday, November 5, and wanted to know if we have released anything. I, of course, have done nothing about this.

F. 559

Columbia Broadcasting System, Inc.

OFFICE COMMUNICATION

To Mr. Murrow

From Miss Sioussat

Station

October 21, 1947

Henry Wallace's office have advised us that Thursday, November 6, would be a better date for him to be your guest. On the 5th he has to attend a dinner and reception. They also pointed out that in the event his arrival is delayed, the 6th allows more leeway.

Would this be agreeable to you?

Nov. 6

Columbia Broadcasting System, Inc.

.rrow

s Sioussat

OFFICE COMMUNICATION

October 17, 1947

In accordance with our conversation of today, I am advising Lawrence Krauss at Henry Wallace's office, The New Republic, that you will be happy to have Mr. Wallace as a guest on your regularly scheduled news program, upon his return from his trip to Palestine. Wallace was due to leave today and is expected back the week of November 2.

Mr. Krauss' telephone number is:

Plaza 9-1600

HJS:jz

Scheduled for Wed. Nov. 5.

NEW REPUBLIC
40 East 49 Street New York 17, N. Y.

October 17, 1947

Miss Helen Siousset
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Miss Siousset:

This is to confirm my telephone conversation with Miss Tucker earlier today.

Mr. Wallace is flying to Palestine today. His trip is under the auspices of the New Republic which is sponsoring his travel as that of a "Working journalist." While in Palestine, he plans conferences with leaders, both Arab and Jew. Also, he looks forward to studying the agricultural potential of the area, particularly in those regions in which the Arab and Jewish populations will have to cooperate in controlled irrigation, etc., whatever the ultimate UN political solution.

As per present plans, Mr . Wallace will only make brief stops in the European countries through which he passes en route. However, there is a possibility that, prior to return, he will decide to spend a few days in Rome and Paris. At any rate, whatever Mr. Wallace's itinerary, it seems sure that his activities will become of increased news value, and that he will be able to make a very interesting report on his return, particularly inasmuch as at that time, the Palestine problem will be in major focus at the UN.

According to present schedule, without allowance for the uncertainties of transatlantic air travel, Mr. Wallace is due back on November 4th. There is a possibility of his appearing at a dinner in his honor on November 5th. My suggestion for an initial radio report would be the best available hour, prior to his probable dinner commitment.

I told Miss Tucker that inasmuch as the Columbia Broadcasting System has cooperated so splendidly with Mr. Wallace, we wanted to bring this to your attention before taking it up with the other radio networks.

Could you please advise as quickly as possible as to CBS' interest in scheduling Mr. Wallace for the initial report broadcast?

Very truly yours,

(signed)
Laurence G. Kraus

CBS Inc.

9503 La Jolla Farms Road
La Jolla, California
April 23, 1964

Dear Mr. Mewshaw:

This is in answer to yours of April 16.

I am afraid I cannot give you the complete scenario. My memory is that when we learned that General Eisenhower was to have a morning news conference we moved our cameras in. I do not know whether Mr. Paley spoke to General Eisenhower in the course of the evening; I did not. I do recall that certain representatives of the Republican National Committee requested us to remove the cameras. There was a late night conversation on the train, when I pointed out to some representatives that the cameras were both expensive and delicate, and that if anybody other than our technicians moved them the Republicans would be liable for a considerable sum of money. So I suppose the only facts that I can contribute are that we did move in; that those in charge of arrangements requested us to remove the cameras; we refused, whereupon they threatened to remove them themselves but did not do so.

Sincerely yours,

Edward R. Murrow

Mr. Franklin L. Mewshaw
Columbia Broadcasting System, Inc.
New York 22, New York

COLUMBIA BROADCASTING SYSTEM, INC.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

FRANKLIN L. MEWSHAW

Executive Assistant
Office of the Chairman

April 16, 1964

Dear Mr. Murrow:

Attached is a copy of a letter recently received by Mr. Paley. Mr. Paley wonders if you have any recollection of the event described.

The only thing I have been able to find is an article in Radio TV Daily for June 6, 1952 which says General Eisenhower personally ordered the television cameras to be admitted to the news conference when he discovered that his assistants had ruled that they were to be excluded.

Sincerely yours,

Franklin L. Mewshaw

Mr. Edward R. Murrow
9503 La Jolla Farms Road
La Jolla, California

3

FRANCIS N. LITTLEJOHN
349 EAST 49TH STREET
NEW YORK CITY

Accept Regret
Appropriate action
Background?
FYI File JSM
Note & Return
Phone WSP
Reply direct
Return to sender
Status?
Suggest Reply
To discuss
Comments on
recommendation
Copy to WSP
Encl.

MARCH 17 1964

DEAR MR. PALEY

ON THE MORNING OF JUNE 6 1954 YOU ORDERED LIVE COVERAGE OF THE EISENHOWER NEWS CONFERENCE AT ABILENE, KANSAS, CONTRARY TO THE STATED DESIRES OF THE OFFICIALS AT ABILENE. AS THE CBS MAN ON THE SCENE, I EXECUTED THOSE GRATIFYING INSTRUCTIONS.

DO YOU FEEL YOU CAN TELL NOW WHAT BROUGHT ABOUT THE OVER-NIGHT CHANGE ? WHETHER YOU TALKED WITH GENERAL EISENHOWER OR HIS ADVISERS ? OR WITH ED MURROW, WHO WAS ALSO ON THE SCENE ? OR DID WE, AS I HAVE ALWAYS BELIEVED, JUST MOVE IN ?

I WISH TO INCORPORATE THE INFORMATION IN A PIECE I AM DOING ON THE DEVELOPMENT OF TELEVISION NEWS.

SINCERELY

F. N. Littlejohn

MR. WILLIAM PALEY
CHAIRMAN
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK CITY

MAKING MICROPHONE FRIENDS

Some suggestions for radio speakers prepared by the

COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE • NEW YORK CITY

MAKING MICROPHONE FRIENDS

"I love my audience. They are my friends."

So says Madame Schumann-Heink. In grand opera, on the stage, over the air, and now in pictures, this grand old lady tells us more about radio delivery in eight words than a thousand pages could tell.

Radio is a peculiar sort of social medium; probably more powerful and more intimate than any other system of mass communication in history. Its microphone serves as a direct individual contact between speaker and listener. But the technique of speaking into a microphone is different from that of any other means of communication. It is essentially the art of being personal. A radio speech is usually heard by millions of listeners. But these listeners are never part of an audience. They have only you, as a speaker, in their living room.* And—if you give them something they want to hear, something of importance to their lives—they become your friends.

Listeners are chiefly interested in themselves. They are as you are. Your problem is to make them feel your own fear or anger or comfort. They become your friends simply and solely because you make them see and feel as you do. You become part of their everyday lives.

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*Talks before public gatherings, in meeting halls or hotel dining rooms, are seldom as effective as are those delivered from a broadcasting studio, where there is no necessity to raise the voice above conversation level, and where acoustical equipment permits transmission of the voice without distortion.

Composing Your Talk

The effectiveness of your radio talk—your success in attracting the new friends—begins with your preparation. Just as Schumann-Heink spent years of gruelling voice training, Disraeli weeks of overcoming fear in public, or Theodore Roosevelt years fitting himself for public life, so, too, your efforts will be fully repaid through the perfection of your radio speech.

Before you start to write, you may find it useful to "talk out" your ideas to one person. Watch this friend of yours. When he begins to wiggle in the chair, or cross and recross legs, it is high time for you to stop talking—or else to revise your approach. Few speakers can hold a radio audience more than fifteen minutes. A very small number can hold interest for half an hour. A rare individual now and then can maintain interest for an hour.

You hold or lose your listener in the first minute or two. You must secure attention at once. Then let your friend travel along with you in search for the answer to your proposition. You keep him "on his toes" by building experience on experience. The very weight of your remarks keeps him attentive for what is coming next. Then you summarize these facts in an appeal to the motives that will make him act: pride, pleasure, safety, security, justice and so on.

Then stop! Always stop before your friend wants you to!

Writing Your Talk

When you have tried out your ideas on a listener, then sit down at your desk and put your thoughts in writing. People like best a simple, readily understood vocabulary. This should be used in sentences short and to the point, without elaborate phrases or clauses. Formal literary speech is to be avoided. English as it is used orally in well-bred groups everywhere is the ideal.

Some speakers find it helpful to set an arbitrary limit of, say, twenty words on their sentences. They exceed this only when a longer sentence seems clearer than a shorter one. Other speakers limit the sort of words they use; they avoid literary words like "domicile," if a common-speech word like "home" can be substituted. Still others may try to attain the same end by a somewhat different discipline;—by trying, for instance, to avoid words of more than three syllables, It is not possible to establish any iron-clad rule of this sort, or create any formulas. The dynamic speaker can successfully break all of them. The important thing is terse simplicity and clarity.

In making your subject interesting, you will want to develop it in terms that every one will find familiar. Human interest stories and narrative as illustration, and references to events and things familiar in our every-day experience, help make a radio talk vital. As a guide in avoiding abstractions, some speakers find helpful the device of putting their thoughts in concrete terms of things that one can touch, taste, smell, hear, or see. As one commentator phrased it: "Inflation, as an economic term, means little to people; as pork chops at a dollar a pound it means a lot."

Timing Your Talk

Ever important in broadcasting operations is "time." A stop watch is used in timing programs, and even the fraction of a second counts. The actual time of a fifteen minute program is fourteen minutes and thirty seconds; of a thirty minute program, twenty-nine minutes and thirty seconds—the thirty seconds being used in each instance for technical network and station operation. Please remember, also, the announcer's introduction and conclusion generally require one minute—reducing the actual speaking to thirteen and one-half minutes for a fifteen minute program.

The time occupied by your own talk must exactly fill the assigned broadcasting period, less the ninety seconds required for announcements and switchover. Hence you will wish carefully to time your manuscript in advance.

Some speakers deliver as few as 125 words a minute, others as many as 250. Too slow a delivery may make an audience restive; too fast a delivery may be difficult to follow. By rehearsing at home, you determine the rate of delivery you wish to adopt for a particular manuscript. Then you time the manuscript page by page. A method used by some speakers is to write at the bottom of each page the number of minutes and seconds remaining for the delivery of the following pages. Then, during actual delivery before the microphone, you can refer occasionally to a watch, or glance at the ever-accurate studio clock, and make certain your correct rate of delivery is being maintained.

The Use of the Voice

The human voice is a compound instrument. Compared with it in construction and sound production are some of the units of a pipe organ. The sounds of the voice are produced by a set of vibrating reeds which are called the vocal chords, in combination with a resonating pipe containing three modifying air cavities in the throat and head. The whole instrument is actuated by a human air chamber—the lungs.

The proper use of the voice is indicated when we consider it thus as an air controlled instrument. The muscular control required for the change of tension on the reed-like vocal chords is practically involuntary. All the muscles within and surrounding the instrument must be sensibly relaxed in order for the voice to function properly—in either speech or song. This is of the utmost importance.

The all-too-common bad vocal production is due to the unnatural strain put upon the muscles of the throat and mouth and upper part of the chest. The result is distressing. The sounds produced are flat, choked, strident, nasal, sharp, and hard, because the tone-producing cavities are pinched and half closed by unnecessary muscular effort.

The first rules on the use of the voice, therefore, will be as follows: Relax the throat. Keep the muscles of the jaw and mouth at ease. Let all the resonant cavities around and above the vocal chords be open and comfortable. That is their natural condition for natural speech.

Vocal production will then be properly accomplished. The voice will be clear and strong, round and mellow. If at the same time the tongue and palate, lips and teeth have been trained to effort-

less articulation, the speech will be natural, precise, and pleasing.

Proper voice production is more important in radio broadcasting than in conversation or platform address, because, "on the air," the voice becomes the full medium of expression of the man. Radio and telephone engineers refer to a microphone in this instance as "a device for converting the energy of the sound waves which a speaker produces into electrical energy that has similar vibrational characteristics." The perfection of transmitting equipment has tended to the accomplishment of this with the greatest fidelity. The sound of the voice is translated into electrical energy and back into sound without distortion. Improperly produced voice sounds are therefore becoming more noticeable, faults in speech more apparent. The necessity for the improvement of vocal production is obvious.

Microphone Rehearsal

No matter how experienced or practiced a speaker or an artist may be, broadcasting companies always plan for a microphone rehearsal before he goes on the air.

When you arrive at the studio (this should always be at least twenty minutes before the scheduled broadcast) your voice will be tested over an open microphone. From this test of the condition of your voice, your proper distance from the microphone will be determined. Every effort is made to have your voice reach the listener in a natural, friendly, cordial tone.

The modern microphone is impartial. It catches every characteristic of a speaker's voice. In order to be in the best voice for important radio broadcasts, many radio speakers have records of their voices made before broadcasting, for careful study.

If any faults exist, rehearsal can help eliminate them and develop some of the necessary qualities: good enunciation, clear diction, careful pronunciation, pleasing tone or pitch, and charm.

At the Microphone

Some speakers find it helpful as they talk to picture, in their minds, a small group gathered around a radio. This group cannot see your gestures or your facial expressions. You must make it see, hear and feel with your voice.

At the microphone the speaker should take the position and maintain the distance relative to it which have been indicated before the broadcast.

Breathing should be silent, deep, and deliberate.

The voice should be used at its normal pitch. The normal middle and lower registers are the most pleasant. A high pitched voice sounds thin and ineffectual when used in radio address.

A variation in intensity is more desirable for emphasis than changes of volume. Sudden, unexpected changes in the voice volume make the sensitive microphone difficult for the engineer to handle.

The normal speaking level should be sustained to the completion of all sentences. The not uncommon habit of some speakers of letting their voices trail off at the end of sentences will make the listener's reception difficult.

Silence

The microphone which picks up your voice in the studios of the Columbia Broadcasting System is a very sensitive instrument. Its improvement from year to year only tends to make it more sensitive. The slightest sound—even one that may be inaudible to you—may be picked up by the microphone and amplified greatly in transmission.

Clearing one's throat, or coughing near the microphone, may be borne to the audience as the growl or roar of some hitherto unheard mammoth of the jungle.

And the rustling or crackling of pages of manuscript will sound to the listener like the ripping of a tin roof.

Thus one should never use a manuscript which is clipped together. As you finish each page, let it drop to the floor. This eliminates the shuffling and rustling.

For a brief period before you begin speaking, and after you have finished, the microphone may be open. It will pick up all sounds whether meant for the audience or not. During this whole period the microphone, its standard, and the cables leading to it, should in no way be touched.

The announcer or production man will notify you when the microphone has been turned off and your studio is definitely off the air.

Now to Summarize

Effective radio speakers realize that they hold or lose the listener in the first minute or two. Therefore, they make a point of doing these things:

Subject

They select a subject interesting, important and vital to people.

They find out what interests people by asking those who really represent different sections of the radio audience—such as the business man, the manufacturer, the scientist, the teacher, the young student, the man in the street, the laborer, the motorman, the clerk, and so on.

How They Write Their Speech

They write as they talk.

They make their talk alive with things of homely interest.

They make their remarks short, terse and direct to the point.

They make their speech concrete and specific about a few points. They know that too many ideas confuse the listener.

They write their speech so as not to crowd the time allotted. They allow themselves ample time for emphasis; for using a free and easy manner without galloping to a finish.

They use simple, understandable words which every listener knows. They realize that it is unnecessary to impress on the listener that they know all the big words in the dictionary.

They avoid long, pedantic speeches.

They avoid statistics as they would the plague. If statistics are unavoidable, similes by word pictures are always best.

They avoid humor, unless they are qualified to use it. They know that it takes a natural humorist to tell a funny story.

They never make the direct statement that they are going to prove so and so. They know that this always makes a listener antagonistic.

Delivering the Speech

They approach the microphone as if they were discussing matters with a group of acquaintances.

They speak sincerely and convincingly.

They pace their talk as they would in face to face conversation. They always avail themselves of time for studio rehearsals at the broadcasting station.

They follow the meaning of their remarks, rather than the actual commas and periods.

They time their speech at rehearsal, and they carefully watch their time.

They leave their audience wanting more.

They broadcast as they talk, not as they read.

They do not clear their throats or cough when near a microphone. They have their manuscripts on loose sheets, never clipped together. They know that in this way they can drop each sheet to the floor as it is finished.

They never say anything for a few seconds before starting or after closing. They are conscious that the microphone might be open and might pick up such sounds.

CBS Program

CBS TELEVISION NETWORK

Office Communication

Ed Murrow
to: Fred Friendly

from: Jack Beck

November 17, 1960

Here are some facts as gleaned from a briefing two weeks ago conducted by JPL for industrial contractors who may be expected to build the gear necessary for the exploration of deep space:

JPL has a budget of 50 million dollars this fiscal year to cover the costs of the lunar and interplanetary programs. Additionally, some 14 million is budgeted for the support of the Deep Space Instrumentation Facilities. It is estimated that about 65 % of this amount will be spent with private contractors.

The program is to be carried out through joint efforts of in-house Laboratory work and strong industry support. JPL remains fundamentally a research and development organization and does not intend to get into production type activities in competition with industry.

Underway now is a Lunar program. Objective is given as: "increase our understanding of the Moon and build experience in the techniques of reaching it, operating on it, and return to Earth."

Lunar Program consists of three projects: Ranger, Surveyor and Prospector.

Ranger -- five flights of a JPL-designed spacecraft, launched by Atlas-Agena B rockets.
Surveyor -- will attempt a controlled or soft landing on the moon utilizing the Centaur
Prospector --will attempt exploration of the moon, probably utilizing Saturn as a booster.

CBS TELEVISION NETWORK

Office Communication

to: ERM FF

from: Jack Beck

In addition, there will be in preparation a program for planetary exploration beyond the Moon.

JPL stressed to the contractors "it is true that a new technology will be required to undertake lunar and planetary exploration, but new technoligies have been required before. The really new feature is the requirement for reliability to a degree never before asked for."

For example: During the next ten years there are just five opportunities to launch a space vehicle to Mars. Because of the costs it is unlikely that more than one experimental vehicle will be launched ahead of the real firing.

The primary long-range objective of the Planetary-Interplanetary Program is the development of automatic, unmanned, interplanetary spacecraft technology and the use of this technology in the form of space probes to gather fundamental scientific knowledge concerning the planetary environments, the planets themselves, and solar phenomenon both within and out of the plane of the ecliptic.

The secondary objective of the program is the development of technology and the collection of scientific data which will contribute to the successful manned exploration of the planets and the interplanetary space.

JPL's goal by 1970 is to have demonstrated and exploited, in terms of acquired scientific data, spacecrat capable of being put in orbit around and landing on the surfaces of Mars and Venus. Further, to have made initial efforts toward probing the planets Mercury and Jupiter as well as probing interplanetary space out of the solar system -- possibly reaching the systems of other stars like our sun.

CBS TELEVISION NETWORK

Office Communication

to: FF ERM

from: Jack Beck

The fundamental scientific knowledge that we seek in our exploration is directed at answering three questions: (1) is there extra-terrestial life? (2) What can be learned of the origin and development of the solar system and its multitude of components? (3) What must be learned to assure success of more difficult missions in the future?

Launch vehicles are to be provided JPL by the Marshall Space Flight Center. JPL says the first vehicle which provides adquate payload performance for the planetary and interplanetary missions envisioned is Centaur which should be able to carry payloads of 1,000 pounds.

Some indication of how rigidly schedules must be adhered to may be gathered from the fact that when there is slippage of a month on the launch of a military rocket, you simply have a month's slippage to contend with. But a month's slippage in the case of a planetary mission usually means a slip of a year or more.

Marshall Space Flight Center, as you probably know, is Huntsville. The Atlas-Agena B boosters will be fired with the spacecraft from Canaveral.

Present plans are to put the first Ranger into space in a test shot in the latter part of next year. Depending on its performance, the next Ranger will attempt to graze the Moon shortly thereafter. If all goes well, a hard landing will be attempted with instruments in latter part of next year or early '62 so that Surveyor and Prospector can be carried out. An attempt to plot the hidden surface of Venus with sensing gear will probably be attempted sometime in '62 as well although it is thought we may get a close-up of Mars first.

CBS TELEVISION NETWORK

Office Communication

to: ERM FF

from: Jack Beck

For our purposes there is in existence right now at JPL the production model of the first Ranger spacecraft. Dr. Albert Hibbs, Chief of JPL Space Sciences Division, can tell us how it is designed to work. Hibbs is one of those remarkable young scientists who can tell complex ideas in lay terms without benefit of text or notes. I've just watched a half-hour program he did on a local TV station here a year or so ago in which he explained the discovery of the Van Allen belt and progressed on into the future of space exploration in great detail - and all ad lib and good.

I have also now seen the NBC entry of last March called "The Immense Design." It was well done but erred, I feel, in allowing the last 35 minutes to center on a discussion between astronomer Greenstein, astrophysicists Hoyle and Fowler. The going was abstruse and must have lost much of the audience. They also used a dramatic device at the beginning to tell the stories of Greek, Egyptian ideas of the universe and the contributions of Copernicus, Keppler, Gallileo and Newton. It wasn't bad - but not for us, I think. Some of the animation they used at the beginning was quite good to illustrate the theories.

The other thing I have seen is the 40 minute film which Cal-Tech made years ago on Palomar. It's in 16mm color and I must say it changed my mind somewhat about the necessity of our getting to shoot Palomar ourselves. I think it is just possible we might get by with what's in this film and what might be in some out-takes plus some exteriors.

As of now I think we'll want to talk with Hoyle, Fowler, Urey, Brown, Hibbs, possibly Dr. Cleminshaw of the Griffith Observatory, possibly Abe Silverstein of NASA, likely Pickering and Josh Lederberg at Stanford.

Incidentally, there is a scale model operational telescope-- a replica of the 200-incher -- atop the buildings at Cal-Tech which should be most useful to us.

CBS TELEVISION NETWORK

Office Communication

to: SAM FF

from: Jack Beck

By the way, Pickering has heard the rumors that he's a likely candidate to succeed Glennan. Clausen thinks he would be not very keen to take the job but would if the powers in Washington convinced him that he was needed. Pickering has told Chris, only half in jest, I think, that he'll go if Clausen will go with him. Both of them are loathe to get involved in the kind of thing where a Jim Haggerty can deposit a dead U-2 cat on your doorstep in the interests of political expediency.

JB

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NEWYORK

ATTENTION MURROW FRIENDLY STOP COURT RULES AND SECURITY CONSIDERATIONS
RESTRICT FILMING OF TRIAL TO ONE CAMERA UNIT ONLY STOP WE
THEREFORE ENTRUSTED TO CAPITAL CITIES BROADCASTING CORPORATION NEWYORK
WHICH IS INDEPENDENT COMPANY NOT COMPETING WITH ANY OUTLETS
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ANY PROFIT BY THEM STOP ALL POSSIBLE PROFITS WILL BE DONATED TO
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OUR CONTRACT WITH CAPITAL
CITIES BROADCASTING REGARDING EXCLUSIVITY
AND PRICE QUOTE TWX TO MAKE AVAILABLE
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OR GROUP OF INDIVIDUALS COMMA NEWSREEL COMPANIES AND MOTION PICTURE
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KOLLED

WCBS-TV News

Channel 2
485 Madison Avenue
New York 22, N.Y.

WCBS-TV News

October 26, 1960

PANEL OF LAWYERS NAMED TO QUIZ REP. JOHN V. LINDSAY
ON "NEW YORK FORUM" SUNDAY, OCT. 30

The three lawyers who will interrogate Rep. John V. Lindsay on "New York Forum" Sunday, Oct. 30 are Frank Karelsen III, Alan R. Finberg and Leonard M. Leiman (WCBS-TV, Channel 2, 4:15-4:45 PM).

Rep. Lindsay, who is candidate for reelection in Manhattan's 17th Congressional District, will be queried regarding his stand on key issues of the hotly contested race. His Democratic opponent, William J. vanden Heuvel, appeared on the program last Sunday (Oct. 23).

The three local attorneys are all members of the Association of the Bar of the City of New York. CBS News Correspondent Dallas Townsend will serve as moderator.

"New York Forum," a WCBS-TV Public Affairs Department series, is produced by Carl Gadd. Neal Finn directs.

* * *

CBS News TV Program

Press Information
485 Madison Ave., New York 22, N.Y.

October 26, 1960

PRESIDENTIAL NOMINEES OF PROHIBITION PARTY, SOCIALIST LABOR PARTY, AMERICAN BEAT CONSENSUS TO STATE AIMS ON "OTHER HATS IN THE RING"

Presidential nominees of the Prohibition Party, the Socialist Labor Party and the American Beat Consensus will discuss their aims and programs on "Other Hats in the Ring," special CBS News report on minority parties of America, Sunday, Oct. 30 (12:00 Noon-12:55 PM, EST), on the CBS Television Network.

(Note to editors: This program will pre-empt "The CBS Television Workshop" on the CBS Television Network.)

The nominees are: Dr. R.L. Decker, Prohibition Party; Eric Hass, Socialist Labor Party, and William Lloyd Smith, American Beat Consensus.

"Other Hats in the Ring," a documentary study of American third parties through history, will also include an interview with Norman Thomas, six-time Socialist Party Presidential candidate. CBS News Correspondent Ned Calmer will be the host.

Bill Kobin will produce "Other Hats in the Ring" for the Public Affairs Department of CBS News. Mel Ferber will direct. The program will be prepared under the supervision of John W. Kiermaier, Director of Public Affairs, CBS News.

* * *

MR. ED MURROW
485/17

from:
CBS NEWS
485 Madison Avenue, New York 22, N. Y.

For release Sunday AM's

JOHN DAY PROPOSES COMMITTEE FOR MASS COVERAGE
TO END "MOB SCENES" IN REPORTING MAJOR EVENTS

Washington, April 23

John F. Day, Vice President - News, CBS News, urged today (April 23) that a News Committee for Mass Coverage, representing newspapers, wire services and broadcasting, be established in Washington to prevent such "mob coverage" scenes as occurred during Nikita Khrushchev's visit to the United States last summer.

"The knowledge and counsel of this committee," Mr. Day said, "should be available to any press officer, whether government or private, in organizing press facilities for any major event, whether a ceremony at the Washington monument or a tour by a visiting Chief of State."

Taking Premier Khrushchev's visit to the Garst farm in Iowa as an example, Mr. Day blamed lack of planning by State Department press personnel for the disorders which occurred when several hundred newsmen stampeded in an effort to cover the visit.

Mr. Day's proposal came during a panel discussion on "Mob Coverage by the Mass Media," at the annual convention of the American Society of Newspaper Editors in Washington. Other members of the panel were James C. Hagerty, Presidential Press Secretary and J. Q. Mahaffey, editor of the Texarkana (Texas) Gazette.

Mr. Day said establishment of the committee he proposed did not mean a shift in responsibility for arranging orderly coverage. This responsibility, he emphasized, would remain solely that of press officers themselves. He said they must visit locations in advance to study the problems of space and traffic flow; determine on the spot what press problems might arise; co-ordinate closely with security units where necessary; and exercise diligence in issuing credentials, making sure that none was issued to persons whose presence on the scene was not necessary.

He added that press officers' plans should then be put into writing as far in advance as possible, and that representatives of the committee be shown the plans before they become final, so that changes might be requested. The final plan, he continued, should then be made available to the entire press corps in written form, as well as in an oral briefing.

The CBS News executive assailed the device of pool coverage as a substitute for careful planning by press officers, except in case of space limitations. When pools are necessary, he added, they should be made as broad as space permits.

"The pool is frequently the lazy press officer's way of handling things," he commented. "A pool should not be arranged to protect the comfort or privacy of a news source, or to ease the burden of a press officer. It should be used only when space makes it imperative."

Discussing "the battle of the silage pit" at the Garst farm, Mr. Day said it was never made clear just who was in charge of press relations.

"Anyone with any experience in handling press relations should have recognized that a real problem was coming up. The program should have been mapped out carefully, with the plans given the newsmen in advance so they would know precisely where they could or could not be. And they should have had such plans sufficiently in advance to argue their points if they thought they were not going to be able to cover the story properly."

"Not only was there no such planning," he continued, "but when Khrushchev arrived, it was by an unexpected route. Thus there was a mad scramble to get to him, and this touched off the confusion.

"A mess similar to the one on the farm had resulted at a San Francisco supermarket. Press handlers had not anticipated Khrushchev's visit. Some newsmen were able to cover the story adequately while others were trampled."

MR. ED MURROW
485/17

from:

COLUMBIA BROADCASTING SYSTEM, INC.
485 Madison Avenue, New York 22, N.Y.
Plaza 1-2345

April 19, 1960

President Eisenhower today took special note of Dr. Frank Stanton's recipiency of the Special Peabody Public Service Award, presented to the CBS President "in recognition of his courage, insight and energy in fighting for the freedom of journalism on the air."

The President's congratulations were sent to Dr. Stanton in a letter to Mr. Bennett Cerf, Chairman of the George Foster Peabody Radio and Television Awards Advisory Board. Following are texts of the letter, the Award citation, and Dr. Stanton's remarks at presentation ceremonies today.

The President's Letter

April 9, 1960

Dear Mr. Cerf:

It is a pleasure to send my greetings to those attending the George Foster Peabody Radio and Television Awards luncheon, and my congratulations to their guest of honor, Dr. Frank Stanton.

I understand that the Peabody Special Service Award will be given to Dr. Stanton "in recognition of his courage, insight and energy in fighting for the freedom of journalism on the air." This Award is most appropriately presented to him on the anniversary of the Battles of Lexington and Concord. This is the day when we remember with gratitude those who secured our independence and those who continue to defend the freedoms of us all.

In this company of patriots, Frank Stanton has fought long and effectively. Please give him my best.

With warm regard.

Sincerely,

/s/ Dwight D. Eisenhower

Special Peabody Public Service Award Citation

Recognizing the dangers inherent in the application of the restrictive provisions of Section 315 of the Communications Act to news programs, Dr. Frank Stanton, by his eloquent and timely warnings alerted the press, the Congress, and the public to the urgent need for remedial legislation which was promptly enacted and became law. By his efforts, the president of CBS notably advanced the cause of freedom of news and discussion on radio and television, and forcefully reasserted the fundamental right of all media to the protection of the Constitutional guarantee of liberty in the First Amendment. In recognition of his courage, insight, and energy in fighting for the freedom of journalism on the air, this Special Peabody Public Service Award is presented.

Dr. Stanton's Acceptance Remarks

Thank you very much for this high honor.

To anyone who has spent most of his life in broadcasting, the Peabody Awards have a significance all their own. I cannot, however, accept this award as a tribute to anything that I have done. I must regard it as a recognition by the Advisory Board of the overriding importance of freedom to all news, information and opinion media and as a reminder that if it is to contribute in its fullest measure to a self-governing people, broadcasting must be free.

There are some battles to which there is never any finish. So it has been with freedom of expression from the beginning. So it is right now with Section 315.

Through a crash program of common sense, involving the time, effort and pleas of a great many people -- in the government, including the President, in broadcasting, in the press, in the professions and in the academic community -- some of the most onerous provisions of Section 315 were modified in last year's amendment. In a dark year, this was one bright spot: it not only restored to newscasts freedom from the equal time restrictions of Section 315, but it also extended that freedom to news interview programs, documentaries and the coverage of actual news events. This was a significant net gain for freedom of broadcast journalism.

But the amendment did not represent complete progress towards the ideal use of radio and television in a democratic society during election campaigns. We cannot yet produce electronic debates between major Presidential candidates in the Lincoln-Douglas tradition without being harassed by a dozen or more obscure candidates demanding equal time. Such an invasion would not only present insurmountable practical difficulties, but would badly dilute the effect of any major debate.

The tragedy about this is not that broadcasters are not free to do what they want to do. The tragedy consists in Americans being deprived of an enormous aid to them in carrying out the highest responsibility of any democratic people -- the choosing of their leadership.

And yet the solution is simple. It does not require any new or intricate legislation. It most certainly does not require or justify the passage of legislation extracting free time from broadcasters -- for whatever purpose the candidate chooses. It does not require a law to make broadcasters do what the law has always forbidden them to do. All that is needed is to complete the job of revising Section 315 to include debates among the already exempted news, documentary, on-the-spot news and news interview programs so that broadcasting <u>can</u> contribute as effectively as possible to an enlightened electorate.

I accept this award with gratitude -- and with the earnest hope that we will not relax our effort to keep broadcast journalism free to do the best job possible.

from:

COLUMBIA BROADCASTING SYSTEM, INC.
485 Madison Avenue, New York 22, N.Y.
Plaza 1-2345

April 19, 1960

1959 PEABODY AWARD WINNERS:

DR. FRANK STANTON, "WORLD TONIGHT," "ED SULLIVAN SHOW," "SMALL WORLD," "LOST CLASS OF '59," "POPULATION EXPLOSION"

Dr. Frank Stanton, President of the Columbia Broadcasting System; "The World Tonight" series on the CBS Radio Network, and four programs presented on the CBS Television Network, "The Ed Sullivan Show," "The Lost Class of '59," "Small World" and "The Population Explosion," have been named winners of 1959 George Foster Peabody Awards.

CBS News, a division of the Columbia Broadcasting System, produced "The World Tonight," "The Lost Class of '59," "Small World" and "The Population Explosion," the latter as part of the "CBS Reports" series.

These Peabody Awards for distinguished achievement in television and radio were presented at a luncheon today (Tuesday) of the Radio and Television Executives Society of New York in the Grand Ballroom of the Hotel Roosevelt. The winners were announced by Peabody Board Chairman Bennett Cerf and the awards were presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism which, with the Peabody Board, administers the awards.

Dr. Stanton received a Special Peabody Public Service Award "in recognition of his courage, insight and energy in fighting for the freedom of journalism on the air." The citation:

"Recognizing the dangers inherent in the application of the restrictive provisions of Section 315 of the Communications

(More)

Act to news programs, Dr. Frank Stanton, by his eloquent and timely warnings alerted the press, the Congress, and the public to the urgent need for remedial legislation, which was promptly enacted and became law. By his efforts, the president of CBS notably advanced the cause of freedom of news and discussion on radio and television, and forcefully reasserted the fundamental right of all media to the protection of the constitutional guarantee of liberty in the First Amendment. In recognition of his courage, insight, and energy in fighting for the freedom of journalism on the air, a Special Peabody Public Service Award is presented to Dr. Frank Stanton."

"THE WORLD TONIGHT," a regular presentation on the CBS Radio Network, was named the outstanding radio news program during the year 1959. The award was accepted by John F. Day, Vice President - News, CBS News. The citation:

"Using the services of CBS News' global staff of correspondents, 'The World Tonight,' CBS Radio, provides listeners nightly with a penetrating and meaningful report of important happenings domestic and foreign. This program gives meaning to the terms 'scope' and 'depth.'"

"THE ED SULLIVAN SHOW" was cited for outstanding television contributions to international understanding through Mr. Sullivan's "Invitation to Moscow" and "Spoleto Festival" broadcasts. The citation:

"With his 'Invitation to Moscow' program of September 27, 1959, neatly timed to coincide with Khrushchev's visit to America, and before that with his 'Spoleto Festival' of July 19, 1959, Ed Sullivan turned his long-time top TV Sunday night vaudeville show into an imaginative and successful bid for better international relations. Not only in America was the reaction immediate and heartening. Russians and Italians as well cheered Sullivan, his producer Bob Precht, and his American casts and crews. The Peabody Board applauds Ed Sullivan's showmanship and acute awareness of the role prime-time television can play in promoting international good will, and presents a second Peabody Award to 'The Ed Sullivan Show,' CBS. In 1956 it was for entertainment. This time, Contribution to International Understanding."

(More)

EDWARD R. MURROW and FRED W. FRIENDLY were given a Television Special Award for their documentary, "The Lost Class of '59." The citation:

> "To the team of Ed Murrow and Fred Friendly, for their concise reporting and compassionate insight into the plight of the group most seriously affected by the struggle for integration -- 'The Lost Class of '59,' CBS, a Special Public Service Award."

"SMALL WORLD," presented Sundays on the CBS Television Network, with Edward R. Murrow as host and co-producer, was also cited for outstanding television contribution to international understanding. Fred W. Friendly, co-producer, accepted the award. The citation:

> "Through intercontinental conversations between heads of governments, scientists, generals, critics, and savants, 'Small World,' CBS, has narrowed the distance between men's minds and hearts. Universal in scope yet intimate in approach, this CBS series has made a significant contribution to international understanding, and as such richly merits a Peabody Award in this category."

"THE POPULATION EXPLOSION," a presentation on the "CBS REPORTS" series, was a winner for outstanding television education during the year of 1959. Howard K. Smith, reporter-narrator of the program, accepted the award. The citation:

> "The CBS documentary, 'The Population Explosion,' tackled an immensely controversial and hush-hush subject in such forthright style that it broke the story for the world. This was clearly television education at its best, and merits a Peabody Award in this category."

The Peabody Awards were set up in 1940 by the Board of Regents of the University System of Georgia to recognize the most distinguished and meritorious public service each year by radio and television, and to perpetuate the memory of the late George Foster Peabody, a native of Columbus, Georgia, who became a successful New York banker and philanthropist and, by special legislative act, a life trustee of the University of Georgia.

Burke CBS.

1959 NOV 12 PM 10 15 9

V

COPY GWF D 632

EFD1494/TWXD22 NEWYORK 116 12 153P

PRESS COLUMBIA LONDON

12135 KENDRICK PROMURROW EXFRIENDLY JAYMCMULLEN
WHO WORKS ON JUSTICE SHOW HAS GOTTEN ME GOING AHEAD FOR
LEARNED HAND WITH THE PROVISO THAT MURROW DOES INTERVIEW
WE HAVENT SET DATE YET BUT YOU WILL PROBABLY BE HEARING
FROM HIS DAUGHTER DIRECTLY AND EYE WANTED YOU TO KNOW STOP
DELIGHTED BIOGRAPHY OF MISSILE REGARDING HOPPER PROJECT THINK
SHOULD BETTER STICK TO FILM FOR THIS ONE WITH MCCLURE OR
BLISS DOING MURROW LONDON STOP UNLESS YOU GOT STRONG
FEELINGS OTHERWISE PROBABLY GOING WITH IRAN EIGHTEEN DECEMBER
INFORMATIVELY THINK WE MADE IT ALL RIGHT LAST NIGHT
WITH POPULATION EXPLOSION BUT FEEL LIKE DEBUS DID WHEN
HE EXHALED THAT LAST BREATH DURING THE SECOND MISSILE
FIRING REGARDS

BURKE

12135

CONFIRMATION

CONFIRMATION

COMMERCIAL CABLE COMPANY 27 33 WORMWOOD STREET E C 2 LONDON WALL 5678 TELEX 22911 COMCABLES LN

VIA COMMERCIAL VIA COMMERCIAL VIA COMMER

CBS

1959 NOV 11 AM 3 55 5

Copy Murrow

D662 EFD641 CBS1 NEWYORK 71 10 140P

COLUMBIA LONDON

KENDRICK FOR MURROW EXFRIENDLY THANKS YOUR CABLE EYE HAD
LONG CONVERSATION WITH OLINMATHIESON PEOPLE TODAY AND
DISCOVERED THAT OSBORNE NEVER SAW THE SHOW AND WAS PRESSURED
INTO THE CABLE BY THEORETICAL STOCKHOLDERS PRESSURE STOP
EYETOLD THEN POLITELY BUT FIRMLY THAT THE BUCK STOPPED HERE
AND THAT WE CONSIDERED IT A GOOD SHOW AND IN TIME
THE WHOLE MATTER WOULD SIMMER DOWN AS IN FACT
IT HAS ALREADY REGARDS

BURKE

Copy of cable phoned to Columbia

MM CABLE FONED +

COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET E C 2
LONDON WALL 5678
VIA COMMERCIAL

CBS.

1959 NOV 11 AM 3 55 A

Copy now

D745 EFD671 TWXG23 NEWYORK 39 10 355P

COLUMBIA LONDON

10156 MURROW EXMICKELSON DISPATCHED LETTER TO BERNSTEIN NOVEMBER 3 WHICH HE SHOULD HAVE NOW STOP LETTER INDICATED NO POSSIBILITY WINTER OR SPRING SCHEDULING BUT SUGGESTED DISCUSSIONS RE FALL POSSIBILITY AND ASKED HOW GRANADA WOULD LIKE PROCEED

BURKE

10156 3

MM CABLE FONED

COPY of Cable phoned Columbia

COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET E C 2
LONDON WALL 5678 TELEX 22911 COMCABLES LN

VIA COMMERCIAL

CBS

URGENT CABLE

12102 KENDRICK PROMURROW EXFRIENDLY KENNEDY SHOW NEED NOT BE CONFINED TO FOUR REELS PLAY IT BY EAR AS LONG AS WE DONT USE UP MORE THAN TWO HOURS REACTION TO YESTERDAYS SHOW MOST ENCOURAGING XX FORWARDING PRESS

REGARDS BURKE

November 5, 1959.

VIA COMMERCIAL CABLES

C.B.S. INC.
NEWYORK

FOR FRED FRIENDLY SHIPPING YOU TWO THIRTY MINUTE THIRTY FIVE MILLIMETER IRAN FILMS MADE BY AGLO IRANIAN MIGHT FIND FEW USEABLE FEET YOU CAN CANNIBALIZE WITHOUT REPEAT WITHOUT CREDIT STOP GOING SCOTLAND TONIGHT REACHABLE THROUGH CAMPBELL TELEPHONE AMBASSADOR 6008 IF URGENT REGARDS

MURROW

November 4, 1959.

BEN GURION MOST SUCCESSFUL LAST SUNDAY . MISSILE REACTION CONTINUES SUPERLATIVE. HAVE SCHEDULED DEMILLE HOPPER SIGNORET THURSDAY NINETEENTH WHERE WILL YOU BE? ALSO HOPE HAVE BOHLEN LUCE NICOLSON DATE SOON. WILL TRY CALL YOU TONIGHT

REGARDS

FRIENDLY

Mr Clare -
London or Paris -
Close together -
Dec 4th Geneva -
Cigarettes

D 464

1959 OCT 26 PM 9 03 5

EDD

EDD233/TWXC30

NEWYORK 26 26 358P

PRESS COLUMBIA

LONDON

26303 KENDRICK PROMURROW EXFRIENDLY OLOF RYDBECK ACCEPTS YOUR IN VITATION ENTHUSIASTICALLY STOP NEWYORK PARTICIPANT INVITED TEN DAYS

AGO SHALL WE PROCEED

REGARDS BURKE

Phoned to Kay. Monday night.

~~26303 OLOF IN VITATION OC~~

CONFIRMATION OF CABLE
TELEPHONED AT 9-16
BY ED
lehM

CABLE COMPANY
OOD STREET EC2
22911 COMCABLES LN
COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET EC2
LONDON WALL 5678 TELEX 22911 COMCABLES LN
COMMERCIAL
27 33
LONDON WALL
VIA COMMERCIAL
VIA COM

DR COLUMBIA TD

COLUMBIA BROADCASTING SYSTEM,
26, Hallam Street, W.1. SDI

9.30am-6.30pm M/Satys,
Phone LAN 1166

169, PICCADILLY W.1.
-9 OCT 1959
TEL. HYDE PARK 9066

X

CCC-PY

65570

PY41 EDD1544 CBS2 NEWYORK 24 9 108P

VIA COMMERCIAL

ED MURROW CONNAUGHT HOTEL CARLOS PLACE LONDON =

HAVE CLEARED PROBLEMS STOP GOLDSTEIN NOTIFYING HIS LONDON

PEOPLE YOU WILL PARTICIPATE STOP LETTER FOLLOWS =

JAMES SEWARD ++

CCC-PY

COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET E C 2
LONDON WALL 5678 TELEX 22911 COMCABLES LN

COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET E C 2
LONDON WALL 5678 TELEX 22911 COMCABLES LN

VIA COMMERCIAL

VIA COMMERCIAL

COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET EC2
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D 673

1959 OCT 8 PM 8 32 3

EDD1213/TWXD42

TWX NEWYORK 35 8 325P

JMC

EDD

COTELFILM

LDN

08162 MICKELSON FROM LYNCH THANKS REGARDING MURROW AND HIDDEN REVOLUTION WHICH NOW SCHEDULED NOVEMBER TENTH STOP TAPES AND SCRIPT WILL BE HANDCARRIED DON KELLERMAN LONDON OCTOBER TWENTYTHIRD IF MURROW AVAILABLE THEN REAGARDS

BURKE

~~08162~~

CONFIRMATION OF CABLE
TELEPHONED AT 8-44
BY

October 5, 1959.

URGENT RATE VIA COMMERCIAL CABLES:

C.B.S. INC.
NEWYORK

FRED FRIENDLY PLEASE ASK PALMER AIRMAIL URGENTEST TO SIR GERALD BARRY GRANADA TV NETWORK 36 GOLDEN SQUARE LONDON W.1. FEW HUNDRED FEET POLITICAL SPEECHES NIXON EISENHOWER STEVENSON ALSO MONTGOMERYS REFERENCE HIS SHOOTING AMERICANS STOP ALSO OUR MCCARTHY SHOW STOP PLEASE RUSH REGARDS

ED MURROW

Copy to Sir Gerald Barry.

VIA COMMERCIAL VIA COMMERCIAL

CONFIRMATION COPY TO= ~~PHONE~~ ~~LAN 166~~

VIA IMPERIAL

CW 5/153/L

POST OFFICE
CABLE & WIRELESS
SERVICES

MR E.R.MURROW.
CONNAUGHT HOTEL,
NR GROSVENOR SQUARE.

ISSUING OFFICE—LONDON

PHONE GRO 7070

T2890

ISSUE PHONE

T2890

T2890

RECEIVED PARTICULARS

NO 4

COPY OF TELEGRAM TELEPHONED AT 0945/4

The first ... Prefix Le ... tructions, if any.

MB627/CP1292 TORONTOONT 57 3 2222

NO 4 3 55

EDWARD R MURROW COLUMBIA BROADCASTING SYSTEM

~~TEMAYFAIR8272~~ LONDON

PHONE NINE AM WOULD YOU CONSIDER CONVERSATION WITH ARNOLD TOYNBEE ON FUTURE WESTERN CIVILIZATION TO BE FILMED LONDON FOR CANADIAN BROADCASTING CORPORATIONS STOP TOYNBEE HAS ACCEPTED FOR MONDAY NOVEMBER NINTH AT TWO PM IF SUITABLE STOP FEE FIVEHUNDRED STOP NO US DISTRIBUTION REGARDS DOUGLAS LEITERMAN PUBLIC AFFAIRS BROADCASTS TORONTO

COLL ~~TEMAYFAIR8272~~

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CBS RADIO NEWS

WU INTL CABLES WU ZL TLX LONDON 46 26

LT MISS K CAMPBELL COLUMRAD

NYK

WE PROPOSING MAKE ED HURROWS BRITISH ASSOCIATION LECTURE

Z AVAILABLE FOR TRANSMISSION BY CBC CANADA STOP GRATEFUL

IF YOU WILL CABLE MURROW ASKING HIM CABLE US CONFIRMING

THIS PRESENTS NO DIFFICULTIES PARTICULARLY FROM

STANDPOINT HIS ARRANGEMENTS CBXXXX CBS

LITCHFIELD RRANADA TV LONDON

REPT RRANADA SOC

ACK PLS

RCVD

Cues.

CUES FOR MURROW SHOW WHEN IN LONDON

DIXON: Commercial
(Ending with
Mr. Murrow is in London - we will hear from him later -
but first here is Charles Collingwood.

COLLINGWOOD: News
(Ending with
Edward R. Murrow is in London now - here's a report
he recorded for you.

MURROW: This is London
(Ending with
This is Ed Murrow recording from London.
Good night and Good Luck

COLLINGWOOD: And this is Charles Collingwood
I'll be back in a moment with a Footnote to the News.
But first, here's Bob Dixon

DIXON: Commercial
(Ending with
That's my word for today - and here's Charles Collingwood
with a Footnote to the Day's news

COLLINGWOOD: Footnote - concluding with This is Charles Collingwood
saying Good Night.

CBS NEWS

Office Communication

to: Mr. Mickelson

from: Ed Murrow

August 24, 1959

Sorry we were unable to discuss the attached before I left. Afraid I cannot make any useful suggestion because the question involves a matter of policy. Tom Dewey has told me privately that the Foundation is prepared to spend something like $800,000 on the project, which, as I understand it, represents their entire capital. I have told him that, in due course, he will receive a letter from you.

If you want to engage in "delaying tactics", I would suppose you might write him, saying our commitment of camera crews for an expanded public service is such that we cannot undertake the project this year, but that we might review it in six months' time. My memory of a brief conversation with Dr Stanton on the subject is that he thought CBS ought to do it, rather than having it done in cooperation with any outside organization, but I am not sure on this point. If that is the decision, then I think Dewey should be told at once, so that the Foundation can proceed along other lines.

ERM

CBS NEWS

Office Communication

to: Mr. Mickelson

from: Mr. Murrow

July 20, 1959

Herewith the letter and memorandum from Tom Dewey which we have discussed briefly once or twice. I have made it clear to Dewey that our discussion was entirely unofficial and I was not in a position to commit the Company to anything.

July 20, 1959

Dear Tom:

I am just back from a week at Cape Canaveral and hasten to answer your letter of July 9. I have now put the matter before the people here in my shop, who will, I hope, give us an answer in the not too distant future.

As ever yours,

ERM:skh

Governor Thomas E. Dewey
Dewey, Ballantine, Bushby, Palmer & Wood
40 Wall Street
New York, N.Y.

CBS NEWS

Office Communication

to: Messrs. Paley and Cowan cc: Messrs. Michelson and Murrow

from: Mr. Robert E. Lang

April 28, 1959

Subject: Mr. Murrow's April 24th Memo on "The Nature of Prejudice"

In reference to subject, I note that Mr. Michelson's agenda for the April 1st Editorial Board meeting listed "The Hatemongers" under Point 3 of New Business.

In Mr. Salant's minutes of that meeting, he states in his Point 3:

> "...Mr. Gitlin also reported on the progress of 'The Hatemongers', stating that basic research had been completed and that a production unit would be assigned for full completion."

1) There is no foundational support for the Gitlin project, and

2) It may well be that concept and treatment would be so dissimilar as to preclude any programming problem, but

3) Seemingly the two efforts should be coordinated at an early stage should they both be approved.

RELang

CBS NEWS

Office Communication

to: Messrs. Paley and Cowan cc Mr. Mickelson

from: Mr. Murrow April 24, 1959

Last week, at the suggestion of Thomas E. Dewey (and with an introduction from Mr. Paley's office), Ruth Glover of the Roger Williams Straus Memorial Foundation came to see Friendly and me. As you know, the Foundation has on its board, Thomas E. Dewey, John Foster Dulles, John F. Brosnan, Everett Clinchy, Arthur S. Compton, Devereaux Josephs, Gladys G. Straus, Arthur Hays Sulzburger. They are closely allied to the National Conference of Christians and Jews.

They want our cooperation in either one long film or a series of short ones on "The Nature of Prejudice". We told her and she, in turn, told her associates and board members that we might be able to make such a film on hate, but would have to have complete editorial control. We stated that it would be done in our tradition of reality and would be an examination of all facets of hate as it has emerged in our national life - not only religious hatred but racial hatred as well, and the way in which hatred can and has been used politically. We would also examine the philosophical and psychological need for hate. Mrs. Glover now reports that there is much enthusiasm for going ahead with such a project.

The Foundation has some $80,000 ear marked for such a project which might be increased to $100,000. The film (or films) could be used on television and also made available to local chapters of the National Conference of Christians and Jews for use thorughout the country. A major television show could be prepared for use during Brotherhood Week in November.

We have made no commitment (although we have an appetite for it) pending conversation with Management on Company policy on such a project. In Sig's absence, we are addressing the problem to you and would like to discuss it.

ROGER WILLIAMS STRAUS MEMORIAL FOUNDATION, INC.
43 WEST 57TH STREET
NEW YORK 19, N. Y.

TEL. MURRAY HILL 8-7530

22 April 1959

Mr. Edward R. Murrow,
C.B.S.,
485 Madison Avenue,
New York.

Dear Mr. Murrow,

Thank you so much for seeing me yesterday. The Foundation Board is enormously grateful to you and Mr. Friendly for the most generous offer of your services to make "THE ANATOMY OF HATE" program.

If, after you have talked to Mr. Paley and he agrees to your doing the program and is willing to give you the kind of evening network time you want, you would, as you so kindly suggested, let me know, I will then get together a group of Foundation Board members and NCCJ members to meet you and Mr. Friendly. This would be an exchange of ideas on "hate" to help you formulate the content of the program.

The people I would like to get for you are Mrs Straus, Governor Dewey, Roger Straus jr, Dr. Jones (NCCJ President and possibly one of his commissioners) and Dr. Clinchy.

The Foundation is having a Board Meeting on 14th May so that if it is possible, I would like to have your proposal so that Mrs Straus can present it to the Board a couple of days in advance of the meeting.

Thank you so much.

Yours very sincerely,

Ruth M. Glover
Director
RESEARCH & PUBLIC INFORMATION

cc. Mr. Fred Friendly
Mrs Roger W. Straus

5-A-2

CBS NEWS

Office Communication

to: MESSRS. MURROW, FRIENDLY cc: Dr. Stanton

from: Mr. Mickelson

July 17, 1959

The following is a summary of a discussion bearing on three points Mr. Friendly wanted to raise with Dr. Stanton and Mr. Mickelson regarding the planned nighttime informational broadcast series. The discussion was held at 10:00 PM, Wednesday, July 8 in Dr. Stanton's office. The three points discussed were as follows:

1) The degree of access the Executive Producer of the special nighttime informational series would have to the decision-making group in the CBS organization.

2) The extent to which the SMALL WORLD unit would be used in producing for the special nighttime informational series.

3) The extent to which Mr. Murrow would participate with Mr. Friendly in connection with those programs in the series which were not produced directly by the SMALL WORLD unit.

The discussion resulted in the following decisions:

1) Mr. Friendly as Executive Producer of the special nighttime informational series would have reasonable access to the decision-making group which would normally be the Editorial Board. Normally this access would be available for discussions concerning the selection of topics to be covered by the programs and matters of policy pertaining to such programs. It was agreed that this access would not be abused but that it would be available when needed. Mr. Friendly suggested it would probably be used "three of four times" during the year. It was agreed that day to day decisions concerning the programs, once the basic authorizations were agreed to, could be made by the Executive Producer. In the case of major decisions which might have to be made on short notice, it was agreed that Mr. Friendly would call Mr. Mickelson or, in his absence, Dr. Stanton.

2) With respect to the use of the complete SMALL WORLD unit, it was agreed that this unit would probably produce two programs in the 1959-60 series. In 1960-61, the SMALL WORLD unit would produce a maximum of 8 to 10 programs (assuming a series of 26 for the year).

3) With respect to the participation of Mr. Murrow in those programs which will not be produced directly by the SMALL WORLD unit, it was decided that Mr. Friendly would consult with him and ask for his advice frequently, if not in fact "constantly." Mr. Mickelson pointed out that he would like to have Mr. Murrow and Mr. Friendly serve as a consultative group with whom he would confer frequently on program plans for this special series.

It was further agreed that a decision concerning the 1960-61 season would be deferred until May of 1960. It would be decided then whether Mr. Friendly would continue as Executive Producer of the series or whether some new arrangement might be made. Until then, Mr. Friendly will serve as Executive Producer, making whatever editorial and production decisions are required to put the project on a permanent basis with continuity for future seasons.

Other agreements reached included the following:

1) Mr. Friendly is to develop a title for the series, preferably one including the identification of CBS.

2) In going forward with plans for the 1959-60 season, we will, in consideration of our contractual relationship with Olin Mathieson, offer to Olin Mathieson for their sponsorship those programs which will be produced by the Murrow-Friendly team. As of now, this includes the Cape Canaveral and Iran programs.

3) The series under discussion should be a broad informational series. Dr. Stanton described it as the "Playhouse 90" of informational programs and, as such, it should be considered a maximum effort by CBS News.

4) It is essential that some of the programs get into controversial areas in order successfully to carry out their role in the CBS Television schedule. Programs involving controversy, however, must be balanced in the manner of "The Lost Class of '59" or the cancer and cigaret-smoking and Egypt-Israel programs produced by the Murrow-Friendly team in previous years.

The meeting concluded with a discussion of Mr. Murrow's plans for the 1960-61 season, in which Mr. Murrow expressed a desire to do whatever the Company wished him to do. He indicated, however, that his personal wish would be to abandon his daily radio program and the PERSON TO PERSON series. He suggested that he would like to broadcast a regular once-a-week radio news program on his return in July of 1960 but that he thought his efforts in connection with the informational program series would preclude continuation with PERSON TO PERSON.

dm

F Pgm Opns

CBS NEWS

Office Communication

to: Mr. Wefing

from: Kay Campbell

June 23, 1939

For your information, Edward R. Murrow will originate his 7:45 (7:30) radio news program from New York City, and not Pawling as previously stated. Announcements will be from New York.

K. C.

Pgm. Opns. 7

CBS NEWS

Office Communication

to: Mr. Wefing

from: Miss Campbell

cc: Messrs. Hopkins, Davis, Salline, Martin.

For your information, Edward R. Murrow will originate his (7:30) 7:45 radio news program from Pawling, New York, on Monday, June 22 and Tuesday, June 23. Announcements will be from New York.

K. C.

MONDAY, JUNE 22, 1959

THE INDIANAPOLIS STAR

Where The Spirit Of The Lord Is, There Is Liberty
II Corinthians 3:17

The FCC's Folly

The Federal Communications Commission has shown the country just how dangerous the unrestricted extension of a bureaucracy can be. In its ruling that all political candidates, and presumably issues, must get equal time on all radio and TV newscasts, the FCC has blissfully roved over into an abstract application of its own rules. President Eisenhower has termed it "ridiculous," and this is acidly accurate.

Congress now has companion bills offered by two Hoosier lawmakers, Sen. Vance Hartke and Rep. Joe Barr, which can bring some sense into this muddle. At last word, the FCC refused to face reality, saying that it is up to Congress to change the law. In that event, Congress has little choice.

This problem is old with newspapers. There is always the candidate who claims that the incumbent office-holder gets all the news stories. Mayor Jones giving away the keys to the city is news, but no one is interested in hearing Candidate Smith tell how he could have done the same thing if he had been Mayor. Newspapermen merely listen patiently to Smith and assure him he will get the news story when he gets elected.

But the FCC says that the broadcast industry not only should let Smith say how he would have given the keys away, it must do so. If a radio or TV station refuses to give Smith equal time with Mayor Jones, the FCC will rescind, or refuse to renew, the license to operate. Since no station may broadcast without that little bit of paper tacked up on the wall of the transmitter room, no broadcaster dares violate or ignore this latest order.

On a more direct issue, there seems to be nothing to prevent any person interested in the Indiana seaport from demanding equal time to that afforded Senator Paul Douglas on a recent television show. It was a sponsored presentation, but Senator Douglas appeared as a guest to speak on behalf of bigger sand-castles for Chicago. This is a politically controversial issue of immediate moment in at least two states, and under the FCC's weird logic, should receive equal treatment.

Consider, however, the poor sponsor caught in the middle of such a battle. As fast as he gave time to one side, he would be required to make it available to the other. Pretty soon, his show would degenerate into a debating society with a Hooper-rating of minus 24.3678.

The Indiana Congress members have offered a reasonable means to rescue the FCC from its own folly. It deserves the support it is getting from broadcasters, and should receive the backing of the public generally.

Charlotte, North Carolina

The Charlotte Observer

JAMES L. KNIGHT, *President and Publisher*

C. A. MCKNIGHT, *Editor* J. E. DOWD, *General Manager*

Published Morning and Sunday

SATURDAY, JUNE 20, 1959

The FCC Allows Absurdity More Than Its Equal Time

The Federal Communications Commission is sticking to its burning deck.

It says, once again, that the "equal time" requirement for political broadcasts applies also to the routine news coverage of radio and television.

The FCC's stubbornness is hardly admirable. And its ruling is about the best example of bureaucratic stupidity to come down the pike in years.

What it means, in Charlotte terms, is this:

Suppose Mayor Jim Smith is running for re-election with opposition.

Suppose he has pursued a program, and during the campaign one of the major items in that program comes up for a vote in the City Council. Perhaps a bond issue is voted upon and killed.

The radio and television boys cover the Council meeting. They want to get a statement from the Mayor on his reaction to the vote. They want to know his future plans in this matter.

They can't do it. The minute that the Mayor's voice comes over the radio, or his face appears on the TV screen, the station is automatically open to a request for "equal time" for his opponent or opponents.

The request must be granted or the station faces legal action.

The Mayor's opponent may be a screwball. He may be one of that strange species known as perennial candidates. Still he must have his time.

The inevitable result of this bit of silliness is inadequate coverage of news by these media. It can only be that unless radio and television time is to become a grab bag for every character with a political filing fee in his pocket.

In Washington terms, this ruling would bar coverage of a Presidential news conference during a national campaign. The opposing candidates — Democrat, Republican, Vegeterian, Prohibitionist, Socialist—could demand equal time and get it.

President Eisenhower, in typical understatement, says it is all "ridiculous." The radio and television people could summarize it much more aptly were there not laws on decency of public speech.

Now that the FCC has chosen to hold its empty fort, the only answer is for Congress to do some legislating on the subject. The Senate Commerce Committee is beginning hearings on bills exempting newscasts from the "equal time" law.

A remedy for absurdity cannot come too soon.

THE HOUSTON POST
EDITORIAL PAGE
PAGE 4, SECTION 3
TUESDAY, JUNE 23, 1959

'Equal Time' Broadcasting Rule Should Be Changed By Congress

The refusal of the Federal Communications Commission to change its ruling that "equal time" for political rivals applies to news programs as well as other televisior and radio broadcasts emphasizes the need for congressional action to relieve the situation.

The ruling, made by the FCC in February and recently reaffirmed, was described as "ridiculous" by President Eisenhower. The Justice Department announced it would argue against the FCC's interpretation of the equal time provision of the Federal Communications Act, if the matter ever went before the courts.

The FCC position is that it is simply following the law as written. Since the views of its lawyers differ from those of lawyers of the Department of Justice, it is clearly in the public interest that the law be changed so that the exemption of such things as news programs, political forums and documentaries from the equal time provision is clearly stated.

Under Section 315 of the Communications Act, radio and television stations are required to give equal opportunity of use of their facilities, whether sold or donated as a public service, to all candidates running for the same office. If Candidate A buys time, Candidate B cannot be denied the opportunity to buy comparable time. If Candidate A is given time, all other candidates for the same office must be given time, even though some of them may be running only to obtain personal publicity.

There is no quarrel with this. It is in the American tradition of fairness. However, until the February decision of the FCC, newscasts were not considered subject to the requirement. If, for example, a mayor who was a candidate for reelection were shown in a newsreel clip used in a television news program performing some non-political function of his office, it was not deemed necessary that his opponents also be given equal time in a news program.

But the FCC, when such a situation arose in Chicago, ruled that equal time must be given.

Legislation to exempt news programs now is under consideration by Congress. It should be approved as quickly as possible.

The position of radio and television leaders is that the ruling dealt a crippling blow to news broadcasts during political campaigns. They contend that "crackpot" candidates or mere publicity seekers might be able to disrupt normal news coverage of a political campaign.

The Albuquerque Tribune
Albuquerque, New Mexico
A Scripps-Howard Newspaper
Tuesday, June 23

The Stubborn FCC

One thing can be said for the Federal Communications Commission—it is independent.

Last February, by a 4-to-3 vote, the FCC decided that because a TV station devoted 22 seconds to a newscast to the mayor of Chicago greeting a visiting dignitary, the station also had to give 22 seconds on its screen to a rival candidate for the office.

Three broadcasters, two networks and the attorney general of the United States all petitioned the FCC to reverse that ruling. Now, by the same 4-to-3 vote, the FCC has refused.

It has thus placed itself in conflict with its own chairman, the attorney general and President Eisenhower. It also is in conflict with common sense.

The law says if a TV station hires out its facilities to a political candidate it also must hire out its facilities to a rival candidate on an "equal" basis, if he wants them. The law doesn't say anything about "equal time" on spot newscasts. If it did, as the FCC majority claims, it would be "ridiculous"—to use President Eisenhower's repeated comment on this case.

If the mayor of Chicago shows up at a big fire and the TV cameras happen to catch him there, does the TV station have to arrange the same setting for any nonentity who happens to be "running" for the same office? If a president, while running for re-election, is pictured addressing Congress, must his rival be given "equal time" on a newscast?

This is a foolish ruling. Congress should amend the law promptly—in language that even a bureaucrat can't misconstrue.

Birmingham Post-Herald

A SCRIPPS-HOWARD NEWSPAPER Birmingham 2, Alabama.
JAMES E. MILLS . . . . . Editor
JOHN W. FRIERSON . . . . . President

"Give Light and the People Will Find Their Own Way"

The Stubborn FCC

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TIME
THE WEEKLY NEWSMAGAZINE
June 29, 1959 Vol. LXXIII No. 26

THE PRESS

Taking Out the Splinters

The tubby little man in the front row was so short that his primly polished brown shoes barely touched the floor. Eyes blinking behind rimless glasses, he strained last week to catch every word at the Senate Communications Subcommittee hearing. There was much at stake for Homer A. Tomlinson, 66, the general overseer of the Church of God sect and self-proclaimed king of the world. He intends to run for President of the U.S. again in 1960 (his big white Panama campaign hat was at his side), and the subcommittee was struggling to find a way to keep Homer and other splinter candidates from claiming—and getting—as much time on newscasts as Republican and Democratic candidates.

The startling new problem of keeping far-out candidates like Homer out of newscasts arose because of the Federal Communications Commission's overly cautious interpretation of the Communications Act, which declares that any station that lets any legally qualified candidate use its air time must give equal opportunities to competing candidates. Until last February, this provision was interpreted to cover political campaigning. Then a perennial also-ran in Chicago named Lar Daly (TIME, March 30) claimed that it also governed straight newscasts, charged that WBBM-TV had violated the act by not giving him equal time after showing film clips on a newscast of two of his opponents, including Mayor Richard J. Daley. Rereading the law, the FCC agreed with Lar Daly, 4-3, and last week, after the networks had pleaded for a reconsideration, the FCC stubbornly reaffirmed its opinion.

To President Eisenhower the ruling was still "ridiculous." But the FCC lamely argued that the letter of the law left no other choice, said that it was up to Congress to put some common sense into the law. Hustling to do just that before the 1960 presidential campaigns begin in earnest, the Senate subcommittee took under consideration eleven bills to keep splinter candidates from snagging newscasts, heard CBS President Frank Stanton declare that it would have been impossible to give equal-time coverage to all candidates of the 18 parties in 1956. If the rule is not changed, said Stanton, "simple mathematics establishes that we will have no choice but to turn our microphones and cameras away from all candidates during campaign periods."

The Birmingham News

Editorials

Clarence B. Hanson, Jr., Publisher *S. Vincent Townsend, Executive Editor*
H. B. Bradley, V. P. and General Manager *McClellan Van der Veer, Editor*
Victor H. Hanson, Publisher, 1910-1945

Sunday, June 21, 1959

The FCC, Stubborn, Ridiculous

The Federal Communications Commission has refused to alter a ruling set down last February in connection with a Chicago political campaign for mayor.

Mayor James Daley was a shoo-in for reelection. But he was opposed by an oddball hopeful named Lar Daly who plainly was trying to capitalize on the similarity of last names and try to slick something through.

Mayor Daley at one time during the campaign was obliged to show the city to a visiting notable and during the course of the day was depicted for a local television news show, with said notable.

Lar Daly promptly protested to FCC and demanded equal TV time. Never before had the FCC judged that equal time could be claimed on a news show, but this time the FCC ruled that the Chicago TV station did have to give Lar Daly equal time.

Making the situation more absurd was the fact that by the time the FCC got around to its ruling, the election was over, Daley was in again.

The ruling is a ridiculously strict interpretation of printed statutes governing radio and TV and political campaigns. It represents a bold abuse and in substance means that a radio or TV station cannot have adequate latitude in covering news.

This paper continues to beneve that when a radio or TV station is in process of providing news coverage it ought to be accorded the general privileges of any news medium.

The FCC plainly is trying to bring about a rewriting of the law governing guarantee of equal time. But it is mighty strange that up until the present the FCC had never felt it necessary to make such a meticulous interpretation of the rule. Thus it has created a stew all the unsavory ingredients of which are entirely of the FCC's own making.

BUFFALO EVENING NEWS

President—MRS. EDWARD H. BUTLER
Editor—ALFRED H. KIRCHHOFER
Publisher—JAMES H. RIGHTER

GREATEST DAILY CIRCULATION IN NEW YORK STATE OUTSIDE NEW YORK CITY

JUNE 18, 1959

FCC vs. Common Sense

For plain stubbornness, the Federal Communications Commission takes the cake with its 4-to-3 decision to stand pat on its patently ridiculous "equal time" ruling of last February. This was the case in which the FCC threatened to kill all attempts at objective radio and TV news coverage of political campaigns by holding, in effect, that whenever one candidate is shown on a news program, every other candidate is entitled to equal time on the same station or network—including the candidates of every minor party and crackpot fringe group.

The original decision had been denounced by the President himself as "ridiculous." He had taken the unusual action of asking the Justice Department to appeal to the FCC for a reversal or, failing that, to press for a change in the law on which the decision was based. But even in spite of this pressure from the White House, the commissioners have decided—by the same split 4-to-3 vote they cast on the first go-round—to sit tight on their high horse and leave the matter to Congress.

The FCC's position is that "this is the law" and there is nothing they can do but enforce it. But this, too, is nonsense. The FCC's job is to interpret the law. And in arriving at this twisted interpretation last February, it had to reverse its own earlier rulings, and four of its members had to outvote three others. The language in question is a provision of Section 315 of the Communications Act of 1945 saying simply that if a station permits any candidate to "use" the station, it shall "afford equal opportunities" to his rivals.

To say that any straight news coverage of a public official who happens to be running for re-election, or of a political campaign itself, is equivalent to giving free "use" of a station to certain candidates—and to insist that all fringe-party candidates must therefore get "equal time" whether they make bona fide news or not—is about as senseless as any interpretation could get.

The matter is easily enough corrected, we suppose, by a simple amendment clarifying the law to exclude bona fide news programs. And since the FCC refuses to budge, there is no question but that Congress will now have to restore an element of common sense to the situation. What is so fantastic about the FCC majority's attitude, however, is that a major federal regulatory agency could get so stubborn that it would refuse to modify a position that is ridiculous on its face.

The Pantagraph
Bloomington, Ill., Thursday, June 18, 1959.

COMMENT AND OPINION

By the Pantagraph

FCC Ruling Still Ridiculous

The Federal Communications Commission has refused to alter its rule that newscasts must provide equal time for all candidates for office.

This represents a failure to understand what constitutes news. It is a refusal to recognize the fact that some people make better news than others by what they do and say, and because their names are known throughout the land.

Newspapers learned long ago that the interests of the reader must be respected. Readership studies can determine quite accurately what people do read. It serves no good purpose to use up a column of space with printed matter most people will ignore.

Yet that, in effect, is what FCC is telling broadcasters they must do—they must give a crackpot candidate with nothing to say equal news time with that given a nationally known personality.

This issue has to do with newscasts—with what is news. There is much justification in requiring that broadcasters allow equal time to qualified persons who disagree with the editorial position taken by radio and TV stations. But when FCC lays down a blanket rule by which news is measured, it's like trying to equate a jet plane and a housefly.

This attitude is a sure way we know to cause people to turn off the TV or radio newscasts. Virtually every member of the press will agree with President Eisenhower that this FCC ruling has created a ridiculous situation. It substitutes rule of thumb for professional judgment.

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Burlington, Vermont

The Burlington Free Press

EDITORIALS

THURSDAY, JUNE 18, 1959

Equal Time Ruling Sticks

THE FEDERAL COMMUNICATIONS COMmission refuses to give up its news-editing function, even though President Eisenhower calls the agency's position ridiculous and Attorney General Rogers applied pressure.

FCC says that under the Federal Communications Act of 1934 it has no choice but to require radio and TV stations to give political candidates equal time on newscasts.

The ruling was made after a gripe from Lar Daly, a perennial candidate of Chicago, who demanded equal time after his Democratic and Republican opponents for mayor were shown in various pursuits on TV newscasts.

We'll be charitable with FCC and say that its aim is to prompt Congress to change the law — now, before the big political doings of 1960. There are amendments before Congress which would make the equal-time rule apply only to political broadcasts.

A CHANGE IN THE LAW IS WHAT IS needed. Even though the present members of the FCC reversed themselves, the present law would leave the way open for future members to make the same foolish ruling.

With 1960 coming up, it is a good bet that the members of the two major political parties in Washington will change it. Otherwise their countenances will be seen on TV much less often.

Rockford Register-Republic

Register—Founded Feb. 15, 1855; Republic, 1890
Rockford News Tower, Rockford, Illinois
E. Kenneth Todd, Publisher — John W. Grimes, Editor
William K. Todd, Associate Publisher — Rex Karney, Associate Editor

Vol. 105, No. 110 — Tuesday Afternoon, June 23, 1959 — Page 8-A

Absurd Ruling on Newscasts

The federal communication commission's refusal to reconsider its ruling that all political candidates are entitled to equal time on radio and television news programs points up an absurd situation which calls for prompt remedial action by congress.

A majority of the FCC said the letter of the federal communications act was being strictly followed. But the commissioners called upon congress to provide exceptions from the equal-time rule in the cases of newscasts, special-event programs, and coverage of major political conventions. These amendments should be made in the public interest; radio and television news editors need the freedom to decide between bona-fide news and frivolities conceived by publicity-seekers.

Until last February, newscasts on radio and television had not been held subject to the equal-time requirement of the federal communications law. Then, a Chicago TV station showed film clips of Mayor Richard J. Daley welcoming the president of Argentina. Lar Daly perennial unsuccessful candidate for public office, who was running for the mayoral nomination on both Republican and Democratic tickets, demanded equal time from the station and was refused. Lar Daly appealed to the FCC, which held that he was entitled to equal time because the station had permitted Mayor Daley to "use" the station.

Such an interpretation of a straight news broadcast is preposterous. The FCC, in effect, applied the theory that radio or television news editors must broadcast information on a quantity basis and cannot decide what is newsworthy.

Broadcasters have pointed out that the public would protest vigorously against any station or network which tried to use newscasts unfairly in a political campaign. The ruling implied that broadcasters are not to be trusted in reporting the news, nor in sensing the dangers of playing politics with their medium of communication.

Frank Stanton, president of the Columbia Broadcasting system, said that under the Daly decision, it would be mathematically impossible to broadcast a political campaign. In the 1956 presidential election, there were 24 candidates for president and vice president across the country. Had each been allotted time equal to that given the Republicans and Democrats, over 38 hours would have been required. That would have been 20 per cent more than all the time spent by all television network newscasts.

The Wyoming Eagle

Cheyenne
Tuesday
June 23, 1959

Editorial Comment

Common Sense Rejected

THE FEDERAL Communications commission refused last week to reverse its ruling giving political candidates equal time on television and radio newscasts — not political programs, but newscasts.

A majority of the FCC has taken the position that the law is so worded that it can follow no other course than to include newscasts in the equal-time provision. This should speed action in congress to amend the communications act.

It is entirely fair that if radio or television time is given or sold to one candidate for office it must be made available to his opponents on the same terms. But it is ridiculous, as President Eisenhower expressed it, to apply this to news.

An officeholder is bound to make news in on way or another during a political campaign. A senator or representative may make a newsworthy speech or introduce a bill of interest to his constituents. Governors and mayors are always taking part in state and community affairs that have news interest. Radio and television stations should be free to report these events without worrying about giving the officeholder's political opponents, who may be legion, the same amount of broadcast time.

The communications act always was interpreted in a reasonable manner until last February when the FCC acted on the complaint of Lar Daly, America First candidate for mayor of Chicago, that he wasn't getting an even break on newscasts. The commission ordered that Daly get as much time as Mayor Richard Daley had received on such newsworthy occasions as welcoming President Frondizi of Argentina to Chicago.

Atty. Gen. William P. Rogers, in a brief filed following the Daly decision, urged that common sense be used in interpreting the law. Since the FCC declines to use common sense, the remedy lies with congress, which has before it a number of bills which would exempt newscasts from the equal-time clause. There should be quick action on these.

EDITORIALS

The Times
CORPUS CHRISTI, TEXAS, TUESDAY, JUNE 16, 1959

Equal Time

President Eisenhower and Attorney General Rogers have rightly called on the Federal Communications Commission to reverse its 4-to-3 decision in Chicago's Daly case, which, if allowed to stand, would virtually eliminate radio and television news coverage of political campaigns and many other governmental events.

The FCC has reconsidered the decision, and has refused to reverse its objectionable ruling. However, the nation's press, as well as the radio and television industry, may be expected to continue to press for congressional revision of Section 315 of the 1934 Communications Act.

Briefly, Section 315 requires granting equal broadcast time to poilitical opponents. The apparent congressional intent was to prevent favoritism, on publicly regulated broadcast channels, toward any single candidate, and that is a sound intent.

However, the FCC ruling would extend equal time to opponents of any political figure who happened to appear in the normal course of broadcast reporting of legitimate news events. That obviously would so flood the networks and stations with equal-time demands, including those from mere publicity seekers, that they would simply have to forego such reporting.

Sen. Vance Hartke (D-Ind) has introduced an amendment to the Communications Act that would revise Section 315 to eliminate equal-time privileges in the case of newscasts, documentaries, panel discussions and debate under the exclusive control of stations or networks. That seems to us essential to prevent a governmental agency from undertaking the improper role of editor or censor of broadcast news, a role that could endanger press freedom generally.

Other sections of the Hartke bill would limit all equal-time privileges to serious political contenders and absolve networks and stations of liability for libelous statements by political candidates whose remarks they would not be allowed to edit. These are far more delicate questions than that of reversing the recent FCC ruling, and all their implications should be carefully considered.

But it seems clear enough that Congress should reaffirm the free-press principle that government has no right to hamstring the news-covering function of any informational media. And a mere change of mind by the FCC itself, which later could change again, is hardly safeguard enough.

DECATUR HERALD, Decatur, Illinois, June 19, 1959

Editorials: Our Opinions

Action Needed On Equal Time

THE Federal Communications Commission refused this week to reverse itself on the issue of equal time for political candidates appearing on television newscasts. But the FCC probably will favor congressional action to resolve the situation.

Lar Daly, perennial candidate for public office in Illinois, forced a showdown by demanding equal time on television during the recent Chicago mayoralty campaign. Mayor Richard Daley, a candidate for re-election, had appeared on a television newscast as he participated, as mayor, in a routine official welcoming ceremony. Candidate Lar Daly demanded equal time on television, and the FCC interpreted the Federal Communications Act in his favor.

The FCC was aware of the chance for abuse of the "equal time" principle by splinter party candidates. It might have reversed its original ruling in the Lar Daly case except for the circumstance that President Eisenhower had condemned the original interpretation handed down by an independent regulatory agency. The President ordinarily is zealous in respecting areas of jurisdiction in the federal government. His influence in such matters is great, and in the Lar Daly case amounted to pressure on the FCC which that independent federal agency resented.

Congress can handle the situation by amending the Federal Communications Act. Congress should act promptly. Elections will be held next year on all levels of government. Any confusion over "equal time" on radio and television must be resolved finally before January 1.

EDITORIAL PAGE: SO THE PEOPLE MAY KNOW

THE DENVER POST

Monday, June 22, 1959

Reverse FCC, and Go It One Better

THE Federal Communications Commission is now suggesting a specific amendment to the Communications Act of 1934 as a way out of the impossible situation caused by the FCC's own interpretation of the "equal time" section of the law.

The interpretation that caused all the difficulty was made in the celebrated Lar Daly case.

In that case, the FCC ruled that a Chicago TV station had to give air time to a minor candidate in the mayoral race, a candidate who makes a regular thing of running for office, to equal the time given in *news* coverage to the mayor, who was a candidate for re-election.

If left unchanged, that interpretation could mean the crippling, or virtual death, of radio and television coverage of governmental news during election years.

THE equal time provision of the act (Section 315) was intended to prevent the use of radio and television licenses to promote the political beliefs of station owners.

This was certainly a proper purpose, considering that the licensees are granted exclusive use of a radio or TV frequency by the government.

But the strained interpretation of the Lar Daly case went to the other extreme.

It failed to draw a distinction between political propaganda and news coverage, the latter being a legitimate function of a broadcaster and one in which he must be allowed to use some judgment.

The ridiculousness of the decision caused an almost immediate reaction in Congress, where several bills were drawn to amend the law.

LAST week, the FCC, apparently realizing that the law was going to be changed, put forward its own amendment.

Although FCC Chairman John Doerfer emphasized that the commission was not advocating a change, but merely offering one if Congress wanted to make one, it's obvious that the FCC is now aware that there was something wrong with its decision.

Nevertheless, the FCC is not warm to a change and therefore Congress should do it for them.

The FCC-offered amendment is not bad, in that it would exempt newscasts and "special events" (such as political conventions) from the equal time requirements.

But, because we would like to see radio and television contribute more to public understanding of political issues than they customarily have in the past, we think Congress should go a step beyond mere reversal of the Daly ruling.

WE FAVOR exempting not only news programs but also debate and panel discussion programs.

We would like to see such debates between leading candidates, for mayor, governor and even for the presidency. Such programs would undoubtedly be good for the country.

One of the bills now pending, by Sen. Strom Thurmond of South Carolina, provides for this extension of the law.

We believe Congress would be doing the people a service by passing it.

Rocky Mountain News

Monday, June 8, 1959, Denver 1, Colo.

Bureaucracy Befuddled

WHEN A WASHINGTON BUREAU makes a mistake, it seems to take forever to correct it.

Last February, the Federal Communications Commission pulled a real skull. It ordered Chicago TV stations to give "equal time" to a rival mayoralty candidate because on their newscasts the stations had shown glimpses of the mayor greeting a visiting VIP and opening a charity campaign.

Since then, three TV networks have asked the FCC to reconsider its 4-to-3 decision. The chairman of the FCC has said the whole law, on which the ruling was frivolously based, should be repealed. The President of the United States has called the ruling "ridiculous."

More lately, the attorney general has informed the FCC that it didn't have a leg to stand on; there was nothing in the law to back up this whimsical misuse of authority.

Still, the FCC majority sits glumly on its pants, doing nothing.

Next week, a Senate committee will begin hearings on legislation to repeal the whole "equal time" section of the law. No better reason could be found for repeal than the FCC ruling in the Chicago case—which, of course, has nationwide application.

All the law was intended to do was to make sure that if one political candidate bought time, no TV or radio station could refuse a like time on like terms to his rivals. It was a flimsy, unworkable idea in the first place—and the FCC made it grotesque.

Repeal is the best treatment for it.

THE EVANSVILLE COURIER, Evansville, Indiana, June 24, 1959

FCC's Silver Lining

There may be a silver lining in the cloud lowering above television and radio interests as a result of the FCC ruling that all political candidates are entitled to equal time on news broadcasts. It may prod Congress into revising the basic communications law, which has been on the books without change for many years.

Until that is done, radio and TV stations will have to comply with this preposterous ruling. The adjective is used advisedly. For the ruling, reaffirmed by the FCC—despite objections from President Eisenhower, will force the stations to give the most obscure candidates for public office as much time on newscasts as the candidates of major parties are given. It requires little imagination to see that this could result in an absurd bogging down of news broadcast facilities.

It has long been the general understanding that the law makes equal time mandatory for all candidates in the sense that when one buys or is given time others must have the same opportunity. But extension of the equal time idea to newscasts places upon broadcasters an intolerable burden.

Congress should move quickly to rectify this situation. It could do so by altering the communications law so as to provide for equal broadcast time only on a soundly reasonable basis.

THE HOUSTON CHRONICLE Monday, June 22, 1959

Move to Clarify 'Equal Time' Rule

Testifying at a hearing before the Senate commerce subcommittee, John C. Doerfer, chairman of the Federal Communications Commission, and Commissioner Robert E. Lee suggested an amendment to the communications act which would exempt radio and television newscasts from the act's "equal time" provisions with relations to things political or controversial.

The reason for this request was the outlandish claim of a political hack, a perpetual office seeker in Chicago, who claimed in a complaint to the FCC that Mayor Richard J. Daley was getting free time in radio and television broadcasts when his name figured in the legitimate news of the day. This man, one Lar Daly, was running against Daley in the last mayoral election in the Windy City. No one conceded him a chance, nor had he ever made a dent in either Republican or Democratic vote totals in the many times he had placed his name on the ballot.

The FCC sustained his claim and ordered the local broadcasters to mention him in the news as often as Daley, the Democrat, or his Republican opponent was named. Obviously, the "equal time" provision was never meant to hamstring the process of reporting the news. It was intended to prevent those in power from demanding more than their share of campaign time over radio or television. Therefore, since the FCC cannot interpret its own regulations with common sense, the Congress should write down the rules specifically in black and white. Let the amendment be made.

The Indianapolis Times

A SCRIPPS-HOWARD NEWSPAPER

ROY W. HOWARD, President | WALTER LECKRONE, Editor | GEORGE V. HORTON, Business Manager

PAGE 28 | Sunday, June 7, 1959

ME Irose 5-5551

Give Light and the People Will Find Their Own Way

Bureaucracy Befuddled

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Last February, the Federal Communications Commission pulled a real skull. It ordered Chicago TV stations to give "equal time" to a rival mayoralty candidate because on their newscasts the stations had shown glimpses of the mayor greeting a visiting VIP and opening a charity campaign.

The ruling was based on a law, which intended only to make sure that if one political candidate bought time, no TV or radio station could refuse a like time on like terms to his rivals.

The ruling has reached preposterous proportions in Indianapolis, where Mayor Boswell frequently is asked to move from the head of the table, to which his position entitles him, before the TV cameras can start grinding. Repeal the silly rule —or law.

Jacksonville Journal

A JOHN H. PERRY NEWSPAPER

PAGE 6 — JACKSONVILLE, FLA., MONDAY, JUNE 22, 1959

Theory Of Equal Time Is Ridiculous

The Federal Communications Commission ruled last February that candidates for public office were all entitled to equal time on radio and television newscasts. Now it has refused to reverse its ruling, which President Eisenhower had rightly termed ridiculous.

The controversial decision came on complaint of the American First candidate mayor of Chicago that he was not getting as much time on newscasts as candidiates of the major parties. The FCC's position means that any candidate of a minority party, even though he has no chance of election, is entitled to the same "newscast" time as a major party candidate or even an official running for re-election. It means, for instance that if the governor of a state gets a few minutes of televised news time while dedicating a bridge, every candidate running against him is entitled to the same amount of time.

The FCC claims that it is only following the wording of the law, which requires that candidates be given equal opportunity for broadcasting. But this has been taken to apply to political talks—time given or sold—and not to news coverage.

It is clear that some remedial action ought to be taken. Sen. Eugene McCarthy of Minnesota is sponsor of a bill outlining a "fair political broadcasting code" which defines qualifications of candidates entitled to equal radio-TV time during campaigns. These qualifications are based on the percentage of total votes a candidate's party received in the previous election. Some such common sense legislation is needed to keep political chaos off the airwaves.

LOS ANGELES EVENING
MIRROR NEWS
HUGH A. LEWIS, *Editor and Publisher*
PART I Tuesday, June 23, 1959

Equal Time TV Rule Foolish

Television and radio news coverage of the 1960 election campaigns, to which the American people are entitled, is likely to be crippled by recent FCC rulings.

The communications body holds that all candidates are entitled to equal time on newscasts, no matter what.

If the letter of the law is carried out it means the end of political newscasts. As a practical matter, no network could comply.

The only alternative is to eliminate political broadcasts.

For instance, the FCC ruled that if an incumbent official is shown performing official duties on TV — all candidates for his office are entitled to equal time.

To reduce this to its obvious absurdity, let's suppose a President returned to report to the people of the United States from a grave summit conference, a vital and newsworthy event.

If the President were a candidate for re-election, "presidential" candidates of the Funny Money Party, the Rock 'n' Roll Party or the Nudist Party could demand and get equal TV time.

Every election brings out screwballs, faddists and crackpots of infinite variety seeking publicity. To force networks to give them time to air their addled notions is silly.

Congress, before adjournment, should clarify the equal-time provision of the broadcasting rules to make them square with common sense.

THE MERIDIAN STAR

MERIDIAN, MISS., TUESDAY, JUNE 23,1959

(EDITOR'S NOTE: No opinions in this newspaper, except those in our editorial columns, necessarily reflect the policies of the Meridian Star. We invite our readers to agree or disagree with both our views and those of our columnists in our "The People Speak" feature.)

Unlock Those Chains

With a view to maintaining the constitutional right of all U. S. citizens to free speech and a free press, we urge Congress to take action to correct a recent ruling by the Federal Communications Commission which would give equal time to all political candidates on radio and television newscasts.

No one likes the ruling—and there has been dissension among the commissioners themselves over the right and wrong of it.

However, the commission majority stands firmly behind its finding that the section of the FCC act referring to equal "use" of broadcast facilities by legitimate candidates in a political campaign also covers news programs and not merely paid advertising or personal appearance time.

Even President Eisenhower has said that the ruling was "ridiculous" when applied to regular news coverage. It is just that. If a TV station shows a film of a man now in office, the TV outlet or network must now give equal time to the candidates who are opposing the incumbent during a campaign.

We wonder if the FCC has studied the possibilities of the ruling to the fullest extent. Suppose that one candidate is hurt or killed in a wreck (or in some other unlikely but possible situation), should the TV station give equal time to his opponents if this news event has been duly covered?

We understand that Congress now has before it, or in committee, a half-dozen bills aimed at changing the FCC act so that the commissioners will not have to hold to such a ruling.

We call on our Mississippi delegation to work for the passage of the best of these bills.

If the FCC can regulate the TV and radio industry to this extent, it would be only a matter of time before the printed word would also come under some similar bureaucratic regulation.

Our freedom of the press is hampered enough, without adding any more "ridiculous" chains.

The Houston Press

MONDAY, JUNE 22, 1959

The Stubborn FCC

One thing can be said for the Federal Communications Commission—it is independent.

Last February, by a 4-to-3 vote, the FCC decided that because a TV station devoted 22 seconds of a newscast to the mayor of Chicago greeting a visiting dignitary, the station also had to give 22 seconds on its screen to a rival candidate for the office.

Three broadcasters, two networks and the attorney general of the United States all petitioned the FCC to reverse that ruling. Now, by the same 4-to-3 vote, the FCC has refused.

It has thus placed itself in conflict with its own chairman, the attorney general and President Eisenhower. It also is in conflict with common sense.

* * *

The law says if a TV station hires out its facilities to a political candidate it also must hire out its facilities to a rival candidate on an "equal" basis, if he wants them. The law does not say anything about "equal time" on spot newscasts. If it did, as the FCC majority claims, it would be "ridiculous"—to use President Eisenhower's repeated comment on this case.

If the mayor of Chicago shows up at a big fire and the TV cameras happen to catch him there, does the TV station have to arrange the same setting for any nonentity who happens to be "running" for the same office? If a President, while running for re-election, is pictured addressing Congress, must his rival be given "equal time" on a newscast?

This is a foolish ruling. Congress should amend the law promptly—in language that even a bureaucrat can't misconstrue.

The Evening Bulletin

PHILADELPHIA, PENNSYLVANIA

28 WEDNESDAY, JUNE 17, 1959 B

'Equal Time' Folly

Any candidate for elective office is entitled to equal time, on the air, on equal terms, with any other candidate. For the Federal Communications Commission has reaffirmed, by a four to three vote, its decision that the law says so.

The effect of this ruling is preposterous. It gives a "token" candidate--one who has no standing in his community and no remote chance of election, one whom listeners don't want to hear—the same right to pound the public ear as a real contender, even a probable winner, in an election contest.

If the law says this, it needs immediate change. Congress is in session. It might give the F. C. C. some discretion in the matter of granting access to the air for political purposes, so as not to make the law ridiculous. The sooner the better.

PHILADELPHIA INQUIRER, Philadelphia, Pennsylvania, June 17, 1959

Editorials

Handcuffing News Broadcasts

Corrective legislation by Congress is made imperative by the refusal of the Federal Communications Commission to reverse its ruling that political candidates must be given equal time on radio and television newscasts.

The ruling, described by President Eisenhower as "ridiculous," denies freedom of expression to radio and television stations, and interferes with their judgment in running their own business.

It could lead to intolerable conditions during election campaigns, disrupting radio and television news coverage and cluttering the programs with crackpot candidates on the look-out for cheap publicity.

Until the original ruling was given by the FCC, on a 4-to-3 vote last February, there had been no idea in the broadcasting industry that the "equal time" provision of the Federal Communications Act applied to news coverage of political campaigns by radio and television.

Equal opportunity for broadcasting, assured by this provision, had been generally held to mean that if broadcast time is given or sold to one candidate it must be made available on the same terms to the other candidates in the same election race.

This sensible interpretation was riddled by the FCC ruling handed down on the complaint of one Lar Daly, a perennial office-seeker in Chicago, who was running, in his latest appearance, for Mayor of that city, against Mayor Richard Daley.

The Commission agreed with Daly that he was not getting as much time on newscasts as his better-known opponent. It awarded him equal time with a number of televised news events in which Mayor Daley had appeared in his official capacity. These included film clips of the Mayor greeting President Frondizi of Argentina when he visited Chicago and opening a March of Dimes drive for contributions.

The broadcasting industry promptly petitioned for Commission reconsideration of its astonishing position, and Attorney General Rogers, at the request of President Eisenhower, later filed a brief with the FCC urging reversal of the ruling.

The turndown of these petitions, by the same split vote as the original order, is based on the majority contention that it has no choice except to follow the wording of the law on the books, which it reads to mean that any use of a broadcasting facility by a political candidate requires that the same facility be made available to all other candidates.

President Eisenhower's reaction to the FCC stand, as relayed by James C. Hagerty, White House press secretary, is that he still feels that this is a "ridiculous situation," and he has asked the Attorney General to consider what further action should be taken.

Logical action is amendment and clarification of the Federal Communications Act to exclude news coverage from the meaning of the "equal time" provision—as most persons had believed all along that it had been excluded.

It is proper and fair to assure all candidates in a political campaign equal treatment in the use of broadcasting facilities. But it is an absurdity, and a dangerous throttling of news coverage for the information of the public, to apply the "equal time" proviso in the Act to straight news programs.

If any stumblebum candidate can claim equal radio and television time whenever a President, Governor or other public figure appears in a newscast during political campaigns, the results could be chaotic.

Congress should move promptly to remove the handcuffs which the FCC has fastened, by its equal time ruling, upon the broadcasting of legitimate news.

THE QUINCY HERALD-WHIG, Quincy, Illinois, June 18, 1959

Equal Time Nonsense

Refusal of the federal communications commission to reverse its ruling that political candidates are entitled to equal time on newscasts by radio and television stations may be justified by law, as the commission claims. The fact remains, however, that it is a patently silly ruling, and the law that justifies it should be changed.

Until the FCC ruling in the Lar Daly case early this year, the "equal time" provision for candidates had always been interpreted as meaning that if broadcast time were given or sold to one candidate, similar time must be given or sold to rival candidates. But Lar Daly, perennial candidate for whatever office seems likely to attract the most attention at the time, needled the FCC into its controversial ruling during the mayoralty campaign in Chicago.

Daly, candidate on the America First ticket—about as minor a minority party as one can find—argued that when Mayor Richard J. Daley was mentioned or appeared on newscasts, he (Lar Daly) should be given equal time. The FCC ruled in Daly's favor, and then the shooting began. There had never before been any intimation that the broadcasting industry had to apply the "equal time" rule to its news coverage of political campaigns.

In Chicago, for example, Mayor Daley, candidate for re-election, naturally figured in the day-to-day news of the city, as reported by Chicago radio and television stations, not necessarily as a candidate, but simply as the chief administrative official of the city. Had the Chicago stations followed what later became the FCC ruling, each time Mayor Daley figured in the day's news they would have had to mention equally his near-namesake rival candidate, Daly.

It can readily be imagined what such a ruling would impose upon radio and television stations during a national election.

President Eisenhower has called the ruling ridiculous, and Attorney General Rogers has declared common sense dictates against it. But the FCC seems to be standing firm, and the only recourse is through legislation. It is up to congress, and congress should not hesitate.

San Antonio Express
EDITORIALS
Friday, June 19, 1959 C Page 8-A

Legislation Needed On 'Ridiculous' FCC Rule

Refusal of the Federal Communications Commission to reverse its ruling that "equal time" for political rivals applies to news programs as well as other broadcasts should spur Congress to pass a bill to care for this "ridiculous" interpretation.

President Eisenhower himself aptly described the ruling and asked the FCC to change it. It didn't at its meeting Tuesday.

Frank Stanton, president of the Columbia Broadcasting System, said he would go to the courts, if necessary, to block application of the rule which would severely handicap freedom of news telecasts or broadcasts.

Congress could save him the trouble by exempting regular news programs from the "equal time" provision, originally designed to assure political candidates the opportunity to answer an opponent on television during actual campaigns.

The FCC first applied its new interpretation on a complaint against a Chicago CBS TV station. Mayor Richard J. Daley was shown on a newscast welcoming the president of Argentina, an official duty, to Chicago. He happened to be a candidate for re-election at the time. Lar Daly, running for both Republican and Democratic nominations for mayor, demanded equal time.

Section 315 of the Communications Act of 1934 says that if a station permits any candidate to "use" the station, it shall "afford equal opportunities" to rival candidates. The FCC, by a 4-3 vote, ruled that the station let Daley "use" it for the greeting and for official appeals for contributions to the March of Dimes campaign about the same time.

Attorney General William P. Rogers agreees with the President. So does the general public which might be deprived of top political news during any political campaign because of the unnecessary difficulties which would confront TV and radio newsmen.

CHAMPAIGN-URBANA COURIER, Champaign, Illinois, June 22, 1959

Editorials: *These Are Our Opinions:*

The Senate's Prerogative Equal Time Action Needed

THE Federal Communications Commission refused this week to reverse itself on the issue of equal time for political candidates appearing on television newscasts. But the FCC probably will favor congressional action to resolve the situation.

Lar Daly, perennial candidate for public office in Illinois, forced a showdown by demanding equal time on television during the recent Chicago mayoralty campaign. Mayor Richard Daley, a candidate for re-election, had appeared on a television newscast as he participated, as mayor, in a routine official welcoming ceremony. Candidate Lar Daly demanded equal time on television, and the FCC interpreted the Federal Communications Act in his favor.

The FCC was aware of the chance for abuse of the "equal time" principle by splinter party candidates. It might have reversed its original ruling in the Lar Daly case except for the circumstance that President Eisenhower had condemned the original interpretation handed down by an independent regulatory agency. The President ordinarily is zealous in respecting areas of jurisdiction in the federal government. His influence in such matters is great, and in the Lar Daly case, amounted to pressure on the FCC which that independent federal agency resented.

Congress can handle the situation by amending the Federal Communications Act. Congress should act promptly. Elections will be held next year on all levels of government. Any confusion over "equal time" on radio and television must be resolved finally before January 1.

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SUNDAY, JUNE 21, 1959.

Congress Must Amend 'Equal Time' Rule

The Federal Communications Commission, butt of considerable criticism in the past for some of its ruling, has passed the buck to Congress in one case. It involves the "equal time" rule as it applies to newscasts.

The FCC ruling, which brought about the present dilemma, was made last February on complaint of Lar "America First" Daly, who was a candidate for mayor of Chicago. Daly complained he was not getting as much time on newscasts as was Mayor Daley, who was a candidate for reelection.

Almost anyone would admit that Lar Daly's affairs or his opinions are not of equal importance with those of the Chicago Mayor. Yet the FCC refused to budge from its original ruling when an appeal was filed.

The effect of the Lar Daly ruling was pretty well summarized by Frank Stanton, president of the Columbia Broadcasting System, when he told a subcommittee of the Senate Committee on Interstate and Foreign Commerce:

"Under the ruling, the activities of a President cannot be fully reflected first hand by radio and television from the time he is a candidate for reelection until election, probably a minimum of six months. One third of the senators and all except voluntarily retiring members of the House will have their legislative activities banned from direct broadcast coverage for a period of months every other year. Senate or House committee hearings can neither be televised directly nor reported on film or tape so long as a single committee member is a candidate for renomination or reelection."

The ruling could be applied even further to state, city or even township candidates on the local level.

Daly also appeared before the committee hearing on Senate Bill 1858, introduced by Sen. Hartke (D-Ind.) which exempts from the equal-time requirements regularly scheduled or bona-fide newscasts and news programs. Daly told the committee he would run for president again next year.

It is easy to imagine the situation which might develop if one of Daly's foes for the Presidential post was Vice President Nixon. By virtue of the position he now holds, Mr. Nixon would be the source of news almost every day of the candidacy. Mr. Daly, who is a Chicago woodworker, would not. The public, under the Daly ruling, would be denied news of Mr. Nixon.

Robert Sarnoff of the National Broadcasting Co. and John Daly of the American Broadcasting Co., appearing before the same committee as Stanton, have urged quick action on the Hartke Bill warning that if it does not become law the networks will be virtually blacked out from covering the 1960 elections.

The committee apparently is unanimously in favor of the amending Hartke bill. When the bill reaches the Senate and House, it should be passed without delay.

CBS NEWS

Office Communication

to: Mr. Salant

from: Mr. Murrow

June 12, 1959

CONVERSATION OF TODAY'S DATE WITH ASHBROOK BRYANT - F.C.C.

Bryant asked me to read notes of a previous conversation I had had with him, which was a rather rambling discourse on programming and policies. I made a few corrections of fact. He stated that he had only one copy and that the memo was merely for his personal use.

Bryant said the F.C.C. would hold hearings here in New York during the week beginning July 13, and would I testify? I told him I would, if shooting commitments at Cape Canaveral permitted, and explained that I no longer had knowledge of general programming policy and could only testify in regard to programs where I was personally involved.

In the course of the conversation, Bryant expressed the personal opinion (which he said he shouldn't do) that he favoured increased network control of programs rather than the opposite, a point of view with which I concurred.

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

FCC 59-166
69484

In the Matter of	)	
	)	DOCKET NO. 12782
Study of Radio and Television	)	
Network Broadcasting	)	

ORDER FOR INVESTIGATORY PROCEEDING

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 26th day of February, 1959, it appearing to the Commission that:

WHEREAS, as part of a study of radio and television network broadcasting as provided for by Public Law 112, 84th Congress, 1st Session, and Delegation Order No. 10, the Commission has been engaged in a study of television programming and in the course of such study has obtained information and data regarding the acquisition, production, ownership, distribution, sale, licensing, and exhibition of programs for television broadcasting; and

WHEREAS, the Commission has considered the matter and has determined that said information and data raise questions relevant to said study as to the existence and prevalence of policies and practices in connection therewith, which may affect the public interest in the larger and more effective use of television; and

WHEREAS, the Commission has determined that a formal inquiry is necessary to provide the Commission with information and data which are necessary to determine whether and the extent to which such policies and practices exist and which will be of value to the Commission in determining what, if any, rules, regulations, legislation or other actions are necessary or desirable in the public interest in connection with the said matters; and

WHEREAS, the Commission is empowered to perform any and all acts, make such rules and regulations, issue orders not inconsistent with the Act, as may be necessary in the execution of its functions and generally to encourage the larger and more effective use of radio in the public interest (47 U.S.C.A. 154(i) and 47 U.S.C.A. 303(f), (g)-), and to make such special regulations applicable to radio stations engaged in chain broadcasting as the public interest, convenience, or necessity requires (47 U.S.C.A. Sec. 303(i)-); and

WHEREAS, under the provisions of the Communications Act of 1934, as amended, this Commission is empowered and directed to grant construction permits and station licenses, or modifications or renewals thereof, for broadcast stations only after it has made a determination that the public interest, convenience, or necessity would be served thereby; and

WHEREAS, the Commission is required to report to Congress information and data considered of value in the determination of questions connected with the regulation of broadcasting and to make specific recommendations to Congress as to additional legislation which the Commission deems necessary or desirable (47 U.S.C.A. 154(k)-).

NOW THEREFORE, IT IS ORDERED, That an investigatory proceeding be instituted pursuant to Section 403 of the Communications Act of 1934, as amended, for the purposes aforesaid, and that inquiry be made to determine the policies and practices pursued by the networks and others in the acquisition, ownership, production, distribution, selection, sale and licensing of programs for television exhibition, and the reasons and necessity in the public interest for said policies and practices, including the following:

(a) the extent, if any, to which networks or others seek to achieve, or have achieved, control of television programming;

(b) the extent to which network ownership or control of programs for television exhibition is necessary or desirable in the public interest;

(c) the extent, if any, to which networks exclude or seek to exclude programs not owned or controlled by them or in which they have not acquired a financial or proprietary interest from access to network television markets;

(d) the extent, if any, to which networks demand or require financial or proprietary interest in independently produced programs as a condition precedent to consideration for exhibition, or to exhibition, of such programs on the television networks;

(e) the participation of networks or persons owned or controlled by networks in the acquisition, ownership, production, distribution, selection, sale and licensing of programs for television syndication or non-network television exhibition.

IT IS FURTHER ORDERED, That for the purposes of said investigatory proceeding, Chief Hearing Examiner James D. Cunningham shall constitute a board within the meaning of Section 5(d) of the Communications Act of 1934, as amended, (47 U.S.C.A. 155(d)-) and shall convene, conduct and carry on said proceeding at such times and places as he shall determine will best facilitate the dispatch of the business of said proceeding and serve the ends of justice; shall preside over said investigatory proceeding, shall receive evidence, shall make a record thereof, and shall certify the said record to the Commission; and in connection with the said

investigatory proceeding the said James D. Cunningham is hereby authorized and empowered to administer oaths and affirmations, subpoena witnesses, compel their attendance, take evidence and require the production of books, papers, correspondence, memoranda and other records deemed relevant to the inquiry and to perform all other duties in connection therewith as authorized by law; and

IT IS FURTHER ORDERED, That the said investigatory proceeding shall be a public proceeding except that the said presiding officer may order non-public sessions of the said investigatory proceeding where and to the extent that the public interest, the proper dispatch of the business of said proceeding, or the ends of justice will be served thereby.

FEDERAL COMMUNICATIONS COMMISSION

Mary Jane Morris,
Secretary

Adopted: February 26, 1959
Released: February 27, 1959

B

FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

FCC 59-168
69486

PUBLIC NOTICE

February 27, 1959

INVESTIGATORY PROCEEDING
IN CONNECTION WITH PROGRAM STUDY

Pursuant to Section 403 of the Communications Act of 1934, as amended, and other pertinent sections of the Act, the Commission has ordered that an investigatory proceeding be instituted and carried on concerning certain questions arising from practices alleged to be engaged in by the networks and others in the television program selection process, including "tying-in" of programs with network time and facilities, attempts to control programming, attempts to restrict or exclude independent programs from the television program market, and other related questions affecting the public interest.

The proceeding will be convened and carried on at such times and places as the public interest and the proper dispatch of business may require. James D. Cunningham, Chief Hearing Examiner of the Commission, will preside over the proceeding and will be assisted by counsel from the Broadcast Bureau in the conduct of the proceeding. The Department of Justice has offered to assist the Commission in any way that it properly can with respect to this matter, and the Commission has invited the Department to cooperate in the proceeding. The proceeding shall be public except that the presiding officer may order non-public sessions where and to the extent that the public interest, the proper dispatch of the business of the proceeding, or the ends of justice will be served.

In October 1957, the Commission's Network Study Staff submitted its Report on Network Broadcasting. For reasons stated therein, the Report did not include a study of programming, which was then under way. The Report recommended that the study be completed and a supplemental report issued on the subject. Since then, the Commission has been pursuing the study of television programming. As a part of that study, much information and data have been collected regarding the acquisition, production, ownership, selection, sale and distribution of television programs for network exhibition.

Among the matters under consideration have been the practices of networks and others in connection with the network program selection process in television. In hearings before committees of Congress and elsewhere, allegations have been made that the networks, in some instances, tie the use of network time and facilities to programs owned or controlled by them or in which they have acquired a financial or proprietary interest and that this practice has resulted in the arbitrary exclusion from network exhibition of some independently produced programs which otherwise merited selection as network offerings. The Department of Justice has also made an inquiry in this field in connection with its responsibilities under the antitrust laws. Pursuant to an arrangement made in April 1958, the Department recently made available to the Commission certain information and data collected in its investigation.

The Commission has reviewed the information and data on this matter available from these sources and has decided that questions which may affect the public interest have been raised which require resolution. Generally, these questions are concerned with the policies and practices of the networks and others in connection with network television programs.

-FCC-

Adopted: February 26, 1959

OPENING STATEMENT BY HAROLD G. COWGILL, CHIEF
BROADCAST BUREAU, MAY 4, 1959.

THE INVESTIGATORY PROCEEDING WHICH HAS BEEN CONVENED HERE THIS MORNING HAS BEEN ORDERED BY THE COMMISSION AS AN APPROPRIATE MEANS OF MAKING A DEFINITIVE AND COMPREHENSIVE RECORD DESCRIBING IN DEPTH AND DETAIL THE FACTS INVOLVED IN WHAT MAY BE TERMED THE TELEVISION PROGRAM SELECTION PROCESS. THE PURPOSE OF THAT RECORD WILL BE TO PROVIDE THE COMMISSION WITH A BROAD FACTUAL BASIS FOR THE DETERMINATION AS TO WHAT, IF ANY, ACTION MAY BE NECESSARY OR DESIRABLE IN THE PUBLIC INTEREST WITH REGARD TO THE SUBJECTS AND MATTERS SET FORTH IN ITS ORDER OF FEBRUARY 26, 1959. THEY ARE AS FOLLOWS:

"THAT INQUIRY BE MADE TO DETERMINE THE POLICIES AND PRACTICES PURSUED BY THE NETWORKS AND OTHERS IN THE ACQUISITION, OWNERSHIP, PRODUCTION, DISTRIBUTION, SELECTION, SALE AND LICENSING OF PROGRAMS FOR TELEVISION EXHIBITION, AND THE REASONS AND NECESSITY IN THE PUBLIC INTEREST FOR SAID POLICIES AND PRACTICES, INCLUDING THE FOLLOWING:

(A) THE EXTENT, IF ANY, TO WHICH NETWORKS OR OTHERS SEEK TO ACHIEVE, OR HAVE ACHIEVED, CONTROL OF TELEVISION PROGRAMMING;

(B) THE EXTENT TO WHICH NETWORK OWNERSHIP OR CONTROL OF PROGRAMS FOR TELEVISION EXHIBITION IS NECESSARY OR DESIRABLE IN THE PUBLIC INTEREST;

(C) THE EXTENT, IF ANY, TO WHICH NETWORKS EXCLUDE OR SEEK TO EXCLUDE PROGRAMS NOT OWNED OR CONTROLLED BY THEM OR IN WHICH THEY HAVE NOT ACQUIRED A FINANCIAL OR PROPRIETARY INTEREST FROM ACCESS TO NETWORK TELEVISION MARKETS;

(D) THE EXTENT, IF ANY, TO WHICH NETWORKS DEMAND OR REQUIRE FINANCIAL OR PROPRIETARY INTEREST IN INDEPENDENTLY PRODUCED PROGRAMS AS A CONDITION PRECEDENT TO CONSIDERATION FOR EXHIBITION, OR TO EXHIBITION, OF SUCH PROGRAMS ON THE TELEVISION NETWORKS;

(E) THE PARTICIPATION OF NETWORKS OR PERSONS OWNED OR CONTROLLED BY NETWORKS IN THE ACQUISITION, OWNERSHIP, PRODUCTION, DISTRIBUTION, SELECTION, SALE AND LICENSING OF PROGRAMS FOR TELEVISION SYNDICATION OR NON-NETWORK TELEVISION EXHIBITION."

THE DUTY OF MAKING THE NECESSARY INQUIRY AND PRESENTING EVIDENCE AND OTHER INFORMATION AND DATA FOR INCLUSION IN THE RECORD OF THIS PROCEEDING HAS BEEN ASSIGNED TO THE BROADCAST BUREAU OF WHICH I AM CHIEF. IN PERFORMING THIS DUTY, IT WILL BE NECESSARY FOR US TO PRESENT FOR THE RECORD HEREIN BOTH WITNESSES AND DOCUMENTARY MATERIAL DRAWN FROM A VARIETY OF SOURCES, INCLUDING TELEVISION NETWORKS, ADVERTISING AGENCIES, ADVERTISERS, INDEPENDENT PROGRAM PRODUCERS AND OTHERS CONCERNED WITH TELEVISION. OUR PURPOSE WILL BE TO PRESENT AS COMPLETELY AND OBJECTIVELY AS POSSIBLE FOR THIS RECORD, INFORMATION AND DATA WHICH WILL SERVE TO DELINEATE WITH DEPTH AND CLARITY THE POLICIES AND PRACTICES WHICH ARE INVOLVED IN THE SELECTION OF THE PROGRAMS WHICH ARE EXHIBITED ON THE TELEVISION SCREENS OF THE NATION.

WHILE TELEVISION BROADCASTING ON A REGULAR COMMERCIAL BASIS IS LITTLE MORE THAN TEN YEARS OLD, ITS EXPANSION INTO AN IMPORTANT FACTOR IN OUR SOCIETY HAS BEEN EXTREMELY RAPID--SO RAPID, INDEED, HAS BEEN THE PACE OF ITS DEVELOPMENT AND CHANGE, THAT THERE HAS BEEN LITTLE TIME FOR OVER-ALL DESCRIPTION AND APPRAISAL OF ITS FUNCTIONS--ESPECIALLY THAT MOST IMPORTANT FUNCTION OF THE BROADCASTER AS THE SERVANT OF PUBLIC INTEREST. MUCH

COMMENT--SOMETIMES CRITICAL--HAS BEEN DIRECTED, PIECEMEAL, TO VARIOUS ASPECTS OF TELEVISION PROGRAMMING. A CONSIDERABLE PART OF THIS COMMENT HAS BEEN POINTED AT THE NATIONAL TELEVISION NETWORKS WHO ARE, OF COURSE, A PRINCIPAL SOURCE OF THE PROGRAMS WHICH ARE BROADCAST BY THE GREAT MAJORITY OF TELEVISION STATIONS THROUGHOUT THE COUNTRY. THIS CRITICISM HAS TAKEN A NUMBER OF FORMS AND HAS COME FROM VARIED SOURCES.

FOR INSTANCE, IN HEARINGS BEFORE COMMITTEES OF CONGRESS AND ELSEWHERE, ALLEGATIONS HAVE BEEN MADE THAT THE NETWORKS, IN SOME INSTANCES, TIE THE USE OF NETWORK TIME AND FACILITIES TO PROGRAMS OWNED OR CONTROLLED BY THEM OR IN WHICH THEY HAVE ACQUIRED A FINANCIAL OR PROPRIETARY INTEREST AND THAT THIS PRACTICE HAS RESULTED IN THE ARBITRARY EXCLUSION FROM NETWORK EXHIBITION OF SOME INDEPENDENTLY PRODUCED PROGRAMS WHICH OTHERWISE MERITED SELECTION AS NETWORK OFFERINGS. IT HAS ALSO BEEN ALLEGED THAT NETWORKS HAVE USED THEIR FAVORABLE ECONOMIC BARGAINING POSITION IN THE INDUSTRY TO FURTHER THEIR OWN FINANCIAL AND ECONOMIC INTEREST IN THE PRODUCTION AND SALE OF PROGRAMS TO THE DETRIMENT OF THE LEGITIMATE INTERESTS OF INDEPENDENT PROGRAM SUPPLIERS AND ADVERTISERS IN A MANNER CONTRARY TO THE PUBLIC INTEREST. IT HAS ALSO BEEN ALLEGED THAT THE NETWORKS HAVE FAILED TO GIVE DUE REGARD TO THEIR "RESPONSIBILITY" AS BROADCASTERS IN PRESENTING PROGRAMMING TO THE PUBLIC.

MUCH OF THIS CRITICISM HAS COME FROM WITHIN THE BROADCASTING INDUSTRY ITSELF AND HAS BEEN PUBLICLY REPORTED IN THE TRADE PRESS AND ELSEWHERE. SOME OF THESE CRITICISMS HAVE BEEN AND ARE BEING EXPLORED BY COMMITTEES OF CONGRESS. IN OUR STUDY IT HAS BEEN AND WILL CONTINUE TO BE OUR PRACTICE TO MAKE USE OF THE RESULTS OF THESE CONGRESSIONAL INQUIRIES. HOWEVER, MANY OF THESE CRITICISMS HAVE BEEN DIRECTED TO SPECIFIC ASPECTS OF TELEVISION PROGRAMMING WHICH HAVE BEEN CONSIDERED AS SEPARATE

AND INDIVIDUAL PROBLEMS AND NOT INTEGRAL PARTS OF THE BROAD AND COMPLEX PROCESS OF PROGRAM SELECTION FOR TELEVISION EXHIBITION. INDEED, NO ATTEMPT HAS PREVIOUSLY BEEN MADE TO ISOLATE AND DESCRIBE THE MULTIPLE FACTORS WHICH, TAKEN TOGETHER, CONSTITUTE THE DECISIONAL PROCESS WHICH RESULTS IN TELEVISION PROGRAM SELECTION. THE COMMISSION BELIEVES THAT THE TIME HAS COME WHEN A COMPREHENSIVE AND PENETRATING EXAMINATION OF THIS PROCESS WILL SERVE THE PUBLIC INTEREST. PARTIAL OR PIECEMEAL CONSIDERATION OF THE PROBLEMS INVOLVED, NO MATTER HOW CAREFULLY AND INTELLIGENTLY PURSUED, CAN, IN OUR VIEW, RESULT ONLY IN INADEQUATE SOLUTIONS. ONLY THROUGH AN EVALUATION OF PARTICULAR PROBLEMS IN THE LIGHT OF ALL THE FACTS, INCLUDING THE INTEREST OF THE PUBLIC IN TELEVISION PROGRAMMING, CAN CORRECT AND ADEQUATE ANSWERS BE FOUND. THE FIRST STEP IN THE DIRECTION OF THAT GOAL MUST, OF NECESSITY, BE DESCRIPTIVE. BEFORE THE COMMISSION CAN INTELLIGENTLY CONSIDER WHETHER A PARTICULAR POLICY OR PRACTICE IS INIMICAL TO THE PUBLIC INTEREST, IT MUST BE IN A POSITION TO DETERMINE THE RELATION OF THAT POLICY OR PRACTICE TO THE OTHER POLICIES AND PRACTICES INVOLVED IN PROGRAM SELECTION AND EXHIBITION. ONLY THEN CAN THE NET RESULT OF THE OVER-ALL PROGRAM SELECTION OPERATION IN THE INTEREST OF THE PUBLIC IN TELEVISION BROADCASTING BE DETERMINED.

IN APPROACING THIS INQUIRY WE ARE, OF COURSE, COGNIZANT OF THE LIMITED ROLE THAT THE GOVERNMENT, REPRESENTED BY THIS COMMISSION, HAS BEEN ASSIGNED IN THE PROGRAM AREA. UNDER THE AMERICAN SYSTEM OF BROADCASTING--A SYSTEM WHICH WAS, FOR THE MOST PART, DEVELOPED BY BROADCASTERS THEMSELVES IN THE GIVE AND TAKE OF COMMERICAL OPERATION--IT IS THE BROADCASTER AND NOT THE COMMISSION WHO HAS THE PRIMARY RESPONSIBILITY FOR THE SELECTION OF THE PROGRAMS WHICH HE WILL EXHIBIT TO THE PUBLIC IN THE COMMUNITY HE SERVES.

IN THE EXERCISE OF THAT RESPONSIBILITY, HOWEVER, HE MUST BE GUIDED BY THE OVER-ALL DUTY OF THE LICENSED BROADCASTER TO SERVE THE PUBLIC INTEREST THROUGH HIS PROGRAMMING. THE COMMUNICATIONS ACT SPECIFICALLY PROVIDES THAT THE COMMISSION HAS NOT BEEN GIVEN "THE POWER OF CENSORSHIP" AND THAT "NO REGULATION OR CONDITION SHALL BE PROMULGATED OR FIXED BY THE COMMISSION WHICH SHALL INTERFERE WITH THE RIGHT OF FREE SPEECH BY MEANS OF RADIO COMMUNICATION." APART, HOWEVER, FROM THESE STATUTORY LIMITATIONS ON ITS POWER IN THE FIELD OF PROGRAMMING, THE NATURE OF BROADCASTING UNDER THE AMERICAN SYSTEM IS SUCH THAT ANY ATTEMPT BY GOVERNMENT TO ASSUME AN ACTIVE ROLE IN THE SELECTION OF THE PROGRAM FARE TO BE BROADCAST TO THE PUBLIC WOULD, IN OUR VIEW, BE EXTREMELY UNWISE IF NOT CATASTROPHIC. THE PRACTICAL IMPOSIBILITY OF SUCH A COURSE SHOULD, WITHOUT MORE, BE SUFFICIENT TO DEMONSTRATE THAT FEARS THAT THE GOVERNMENT IS ABOUT TO INVADE THE AREA OF PROGRAM SELECTION ARE, TO SAY THE LEAST, ILL FOUNDED. AS WE SEE IT, THE DANGER IS NOT THAT THE GOVERNMENT WILL INTERVENE TO INHIBIT THE FREE CHOICES OF BROADCASTERS IN THE SELECTION OF THEIR PROGRAM SCHEDULES. THE DANGER, IF THERE BE ONE, MAY, PERHAPS, BE THAT THROUGH THE OPERATION OF ECONOMIC AND OTHER FACTORS, EFFECTIVE POWER OF CHOICE OF TELEVISION PROGRAMS HAS TENDED TO BECOME CONCENTRATED AND THAT AS A PRACTICAL MATTER T[redacted]R PROGRAM SELECTION HAS, TO A CONSIDERABLE DEGREE, SHIFTED AWAY FROM THE INDIVIDUAL STATION LICENSEE.

IN VIEW OF THE NATURE OF THIS PROCEEDING AND THE BREADTH AND SCOPE OF THE SUBJECT MATTER INVOLVED, IT WILL PERHAPS BE WELL TO GIVE A BRIEF ACCOUNT OF THE HISTORY OF THE COMMISSION'S STUDY OF TELEVISION PROGRAMMING AND THE CONSIDERATIONS WHICH LED IT TO CONVENE THIS PUBLIC PROCEEDING.

IN JULY 1955 THE COMMISSION DESIGNATED A COMMITTEE OF COMMISSIONERS TO MAKE A BROAD STUDY OF RADIO AND TELEVISION NETWORK BROADCASTING.

AMONG THE SUBJECTS FOR STUDY ASSIGNED TO THAT COMMITTEE WAS THAT OF NETWORK PROGRAMMING. AS PART OF ITS CONSIDERATION OF PROGRAMMING, THE SPECIAL STAFF OF THE NETWORK STUDY COMMITTEE ORIGINALLY PLANNED TO INQUIRE INTO THE QUESTIONS INVOLVED IN THE OWNERSHIP AND CONTROL OF TELEVISION PROGRAMMING BY NETWORKS--ESPECIALLY THE QUESTION AS TO WHETHER THE NETWORKS USE THEIR FAVORABLE BARGAINING POSITION TO REQUIRE INDEPENDENT PRODUCERS TO PERMIT THE NETWORKS TO SHARE IN THE PROFITS OF, AND ACQUIRE OTHER RIGHTS TO INDEPENDENTLY PRODUCED PROGRAMMING SOLELY AS A CONDITION OF EXHIBITING SUCH PROGRAMS ON THE NETWORKS. THIS QUESTION WAS RAISED AND RECEIVED CONSIDERABLE ATTENTION DURING HEARINGS HELD BY THE SENATE INTERSTATE AND FOREIGN COMMERCE COMMITTEE (THE MAGNUSON COMMITTEE) AND THOSE OF THE ANTITRUST SUBCOMMITTEE OF THE HOUSE JUDICIARY COMMITTEE (THE CELLER COMMITTEE), WHICH WERE HELD, RESPECTIVELY, IN THE SPRING AND FALL OF 1956. BEFORE THE MAGNUSON COMMITTEE, JUDGE BARNES, THEN ASSISTANT ATTORNEY GENERAL IN CHARGE OF THE ANTITRUST DIVISION, ANNOUNCED THAT THE DEPARTMENT WAS IN THE PROCESS OF INVESTIGATING CERTAIN NETWORK PROGRAM PRACTICES, AND BEFORE THE CELLER COMMITTEE IN THE EARLY FALL OF 1956, JUDGE HANSEN, BARNES' SUCCESSOR, REPORTED TO THAT COMMITTEE THAT THE INVESTIGATION WAS CONTINUING AND GAVE A DETAILED SUMMARY OF ITS HISTORY, SCOPE AND RESULTS TO THAT TIME.

WHEN IT THUS APPEARED THAT THE DEPARTMENT WAS DEVOTING ITS FULL INVESTIGATIVE RESOURCES TO THE PROBLEM OF NETWORK PROGRAM AND TALENT PRACTICES, THE QUESTION RAISED WAS WHETHER, WITH THE SMALL STAFF AVAILABLE, DUPLICATION OF THE INVESTIGATION BEING PURSUED BY THE DEPARTMENT SHOULD BE UNDERTAKEN, OR WHETHER THE COMMISSION SHOULD SEEK THROUGH EXISTING LIAISON WITH THE DEPARTMENT TO OBTAIN THE RESULTS OF THE DEPARTMENT'S INVESTIGATION AS THEY MIGHT HAVE BEARING ON QUESTIONS UNDER CONSIDERATION BY THE NETWORK STUDY. THE NETWORK STUDY STAFF HAD ESTABLISHED AND CONTINUED TO MAINTAIN

LIAISON WITH THE STAFF OF THE ANTITRUST DIVISION OF THE DEPARTMENT WITH RESPECT TO THE SEVERAL PHASES OF THE NETWORK STUDY HAVING A BEARING ON ANTITRUST MATTERS, INCLUDING THAT OF NETWORK PROGRAM PRACTICES. IT WAS DECIDED THAT NO INDEPENDENT OVER-ALL INVESTIGATION OF NETWORK PROGRAM "TIE-IN" PRACTICES COULD BE UNDERTAKEN BY THE NETWORK STUDY STAFF BUT THAT ITS CONSIDERATION OF NETWORK PROGRAMMING WOULD BE CONFINED TO OTHER AREAS. HOWEVER, IT WAS APPARENT THAT NO OVER-ALL STUDY OF NETWORK PROGRAMMING WOULD BE COMPLETE AND DEFINITIVE WITHOUT CONSIDERATION OF THE PRODUCTION, OWNERSHIP, AND CONTROL OF NETWORK PROGRAMMING.

THE DECISION TO RELY ON THE DEPARTMENT IN THE AREAS OF PROGRAM "TIE-IN" AND RELATED PRACTICES WAS REACHED PRINCIPALLY BECAUSE, WITH ITS LARGER RESOURCES AND THOSE OF THE FEDERAL BUREAU OF INVESTIGATION, THE DEPARTMENT WOULD BE ABLE BETTER AND MORE SUCCESSFULLY TO CONDUCT SUCH AN INVESTIGATION. ALSO IT DID NOT APPEAR TO BE GOOD ADMINISTRATION TO ATTEMPT TO DUPLICATE THE WORK BEING PERFORMED BY THE DEPARTMENT.

ON SEVERAL OCCASIONS SUBSEQUENT TO SEPTEMBER 1956 THE QUESTION WAS RAISED WITH REPRESENTATIVES OF THE ANTITRUST DIVISION AS TO THE AVAILABILITY TO THE STAFF OF THE NETWORK STUDY COMMITTEE OF THE RESULTS OF THE DEPARTMENT'S INVESTIGATION OF NETWORK PROGRAM PRACTICES. ONE OF THE QUESTIONS INVOLVED WAS THE NECESSITY FOR THE DEPARTMENT TO OBTAIN CONSENTS FROM ITS INFORMANTS BEFORE THEIR STATEMENTS OR THEIR IDENTITY COULD BE MADE AVAILABLE TO THE STAFF. FINALLY, IN THE SPRING OF 1957 THE STAFF WAS INFORMED BY THE DEPARTMENT THAT THE INFORMATION AND DATA IN THE DEPARTMENT'S POSSESSION COULD NOT BE MADE AVAILABLE FOR THE PURPOSES OF THE NETWORK STUDY.

UNDER THAT CIRCUMSTANCE, IT WAS DECIDED THAT THE QUESTION OF THE ALLEGED "TIE-INS" COULD NOT BE COVERED IN THE PROGRAM STUDY AND WOULD BE LEFT TO THE DEPARTMENT OF JUSTICE.

IN OCTOBER 1957, THE REPORT OF THE NETWORK STUDY STAFF WAS COMPLETED AND PUBLISHED. IT DID NOT INCLUDE A STUDY OF PROGRAMMING, AS SUCH, BUT RECOMMENDED THAT THE STUDY IN THAT AREA BE CONTINUED AND A SUPPLEMENT TO THE REPORT BE FILED LATER. HENCE, THE STUDY OF TELEVISION PROGRAMMING WAS CONTINUED.

IN MARCH 1958, THE ANTITRUST DIVISION INFORMED THE COMMISSION THAT ITS INVESTIGATION OF PROGRAM"TIE-INS" AND OTHER NETWORK PROGRAM PRACTICES HAD BEEN COMPLETED AND STATED THAT, IN THE DEPARTMENT'S VIEW, THE COMMISSION, AS THE REGULATORY AGENCY CHARGED WITH BROAD PUBLIC RESPONSIBILITY IN THE BROADCASTING FIELD, SHOULD CONSIDER, IN THE FIRST INSTANCE AT LEAST, THE EVIDENCE OBTAINED IN THE DEPARTMENT'S INVESTIGATION. THE DEPARTMENT OFFERED TO MAKE SUCH EVIDENCE AVAILABLE TO THE COMMISSION TO THE EXTENT THAT THE DEPARTMENT PROPERLY COULD DO SO AND "TO ASSIST THE COMMISSION IN ANY WAY /THE DEPARTMENT/ PROPERLY /COULD/ WITH RESPECT TO THESE MATTERS." LIAISON WAS THEN ESTABLISHED BETWEEN THE COMMISSION AND THE ANTITRUST DIVISION AND ARRANGEMENTS WERE ENTERED INTO BY WHICH THE DEPARTMENT AGREED TO TURN OVER TO THE COMMISSION THAT PART OF THE EVIDENCE OBTAINED IN ITS INVESTIGATION WHICH THE DEPARTMENT FELT THAT IT WAS AT LIBERTY TO DISCLOSE. BY THIS WAS MEANT THAT THE DEPARTMENT HAD ENTERED INTO AGREEMENTS WITH ITS INFORMANTS THAT NEITHER THEIR IDENTITY NOR THEIR STATEMENTS WOULD BE DISCLOSED WITHOUT PERMISSION FROM EACH SUCH INFORMANT.

AT THE FIRST OF NOVEMBER 1958, THE DEPARTMENT TURNED OVER TO THE COMMISSION THAT PART OF THE RESULTS OF ITS INVESTIGATION WHERE IT HAD BEEN ABLE TO OBTAIN "CONSENTS" FROM ITS INFORMANTS.

THE INFORMATION AND DATA SUBMITTED BY THE DEPARTMENT WERE CAREFULLY CONSIDERED AND IT WAS CONCLUDED THAT SUBSTANTIAL QUESTIONS INVOLVING THE PUBLIC INTEREST HAD BEEN RAISED WHICH COULD NOT SATISFACTORILY

BE RESOLVED EXCEPT THROUGH FURTHER INQUIRY.

IN THE MEANTIME, THE STAFF OF THE OFFICE OF NETWORK STUDY OF THE BROADCAST BUREAU HAD BEEN CONTINUING ITS INQUIRY INTO TELEVISION PROGRAMMING AND HAD GATHERED A LARGE AMOUNT OF INFORMATION AND DATA WITH REGARD TO VARIOUS ASPECTS OF THE TELEVISION PROGRAM SELECTION PROCESS.

ONE OF THE PRINCIPAL AREAS BEING CONSIDERED BY THE COMMISSION'S PROGRAM STUDY IS THAT OF THE POLICIES AND PRACTICES OF NETWORKS IN THE PROCESS OF SELECTION OF PROGRAMS BY THEM FOR INCLUSION IN THEIR SCHEDULES. THIS PHASE OF THE PROGRAM STUDY IS MATERIALLY AFFECTED BY THE ALLEGATIONS RAISED BY THE DEPARTMENT'S INVESTIGATION.

IN VIEW OF THE QUESTIONS RAISED AND THE INFERENCES TO BE DRAWN FROM THE INFORMATION AND DATA SUBMITTED BY THE DEPARTMENT, IT APPEARED THAT NO DEFINITE OVER-ALL EVALUATION OF THE NETWORK PROGRAM SELECTION PROCESS COULD BE MADE BY THE COMMISSION WITHOUT A THOROUGH EXPLORATION OF THE QUESTIONS RAISED BY THE DEPARTMENT'S DATA.

THE QUESTIONS RAISED, BUT NOT DETERMINED, BY THE INFORMATION AND DATA SUBMITTED BY THE DEPARTMENT OF JUSTICE GO TO THE ESSENCE OF THE COMMISSION'S PUBLIC INTEREST STANDARD AS IT APPLIES TO THE NETWORK PROGRAM SELECTION PROCESS. THE NETWORKS HAVE TAKEN THE POSITION THAT, AS A MATTER OF POLICY, THEY HAVE VOLUNTARILY ASSUMED "RESPONSIBILITY" TO PROGRAM IN THE PUBLIC INTEREST. THE BASIC COMPONENTS OF THAT "RESPONSIBILITY" AS INTERPRETED BY THE NETWORKS THEMSELVES ARE: (A) THAT THEY EXERCISE THEIR BEST JUDGMENT AS TO THE SELECTION OF PROGRAMS IRRESPECTIVE OF SOURCE AND REGARDLESS OF THE FINANCIAL INTEREST OF THE NETWORK IN PARTICULAR PROGRAMS, AND (B) THAT THE COMPOSITION AND SEQUENCE OF THEIR SCHEDULES SHOULD CONFORM WITH RECOGNIZED PUBLIC INTEREST CONSIDERATIONS SUCH AS "BALANCE", "FAIRNESS", ETC.

THE INFORMATION AND DATA UNDER CONSIDERATION POSE THE QUESTION WHETHER, IN THE ACTUAL CONDUCT OF THEIR PROGRAM SELECTION ACTIVITIES, THE NETWORKS HAVE FOLLOWED [redacted] PUBLIC INTEREST POLICIES, OR WHETHER, IN SOME INSTANCES THEY HAVE FORCED THEIR OWN PROGRAMS REGARDLESS OF THE PUBLIC INTEREST AND HAVE UNFAIRLY DISCRIMINATED AGAINST AND SOUGHT TO EXCLUDE PROGRAMS PRODUCED BY "INDEPENDENTS" FROM THE NETWORK PROGRAM MARKET, OR IMPROPERLY INSISTED UPON OBTAINING A FINANCIAL INTEREST IN AN INDEPENDENT SHOW AS A PRIOR CONDITION TO CONSIDERING IT FOR EXHIBITION ON THE NETWORK.

THESE QUESTIONS AND OTHER QUESTIONS RAISED IN THE COURSE OF THE COMMISSION'S STUDY OF PROGRAMMING CAN ONLY BE ANSWERED IN TERMS OF A COMPREHENSIVE VIEW OF THE FUNCTIONS AND ACTIVITIES OF THE NETWORKS AND OTHERS WHICH GO TO MAKE UP THE DAY TO DAY OPERATIONS OF THE INDUSTRY IN THE CREATION AND SELECTION OF PROGRAMS FOR TELEVISION EXHIBITION. HENCE, THE COMMISSION HAS DECIDED THAT THESE QUESTIONS CAN BEST BE RESOLVED THROUGH AN INVESTIGATORY PROCEEDING WHICH WILL PROVIDE A FULL EXPLORATION OF THE FACTS IN A SWORN RECORD.

THIS PROCEEDING WILL TAKE TIME AND MUCH EFFORT BOTH ON THE PART OF THE COMMISSION'S STAFF AND THE REPRESENTATIVES OF THE INDUSTRY WHO WILL BE CALLED UPON TO TESTIFY AND TO PROVIDE DOCUMENTARY MATERIAL. WE ARE, OF COURSE, AWARE THAT SOME INCONVENIENCE TO THE INDUSTRY WILL BE INVOLVED. HOWEVER, IT IS OUR HOPE THAT WE WILL CONTINUE TO HAVE THE VOLUNTARY COOPERATION OF THOSE PERSONS WHO ARE IN POSSESSION OF THE FACTS WHICH ARE ESSENTIAL TO THE SUCCESSFUL CONDUCT OF THIS INQUIRY. THIS MATTER HAS NOT BEEN LIGHTLY UNDERTAKEN. THE VARIOUS CONSIDERATIONS INVOLVED WERE CAREFULLY WEIGHED BY THE COMMISSION BEFORE IT EMBARKED ON THIS FORMAL PROCEEDING. MOREOVER, IT IS THE COMMISSION'S JUDGMENT THAT THE PUBLIC INTEREST WILL BE SERVED BY A THOROUGH AND OBJECTIVE CONSIDERATION OF THIS MOST IMPORTANT AREA OF TELEVISION BROADCASTING.

IN THE FIRST SESSIONS OF THIS PROCEEDING WHICH BEGIN HERE TODAY WE WILL, LARGELY THROUGH DOCUMENTARY MATERIAL, SEEK TO DESCRIBE IN BROAD TERMS THE PLACE AND FUNCTIONS OF THE NETWORKS IN THE PROGRAM FIELD. MUCH OF THE MATERIAL TO BE PRESENTED IN THIS INITIAL PHASE OF THE INQUIRY HAS BEEN COLLECTED BY THE STAFF IN THE NETWORK STUDY AND IN THE SUBSEQUENT WORK OF THE STAFF OF THE BROADCAST BUREAU IN CONNECTION WITH ITS CONTINUING INQUIRY INTO NETWORK PROGRAMMING. WHEN THIS PHASE OF THE MATTER HAS BEEN COMPLETED WE WILL REQUEST THAT THE PUBLIC SESSIONS BE ADJOURNED TO A LATER TIME WHEN ORAL TESTIMONY SUPPLEMENTED BY ADDITIONAL DOCUMENTARY MATERIAL WILL BE PRESENTED.

THE ACTUAL CONDUCT OF THE INQUIRY WILL BE IN CHARGE OF COUNSEL FOR THE OFFICE OF NETWORK STUDY OF THE BROADCAST BUREAU.

Pgm. Opns.

CBS NEWS

Office Communication

7

to: Mr. Wefing

cc: Messrs. Hopkins, Davis, Salline, Teicher and Martin.

from: Kay Campbell

June 11, 1959

For your information, Edward R. Murrow will originate his 7:45 (7:30) radio news program from Pawling, New York on Monday, June 15th and Tuesday, June 16th. Announcements will be from New York.

Pgm Opns

CBS NEWS

Office Communication

to: Mr. Wefing

from: Kay Campbell

cc: Messrs. Hopkins, Davis, Salline, Teicher and Martin.

June 8th, 1959

For your information, Edward R. Murrow will originate his 7:45 radio news program from Portland, Maine on Monday, June 8th. Announcements will be from New York.

Petticrew, C. R.

April 29, 1959

Dear Mr. Petticrew:

I have your letter of April 2nd concerning the matter of Annie Lee Moss.

I am enclosing a script of the program to which you refer, and if you will read it, you will note that I never attempted to judge Annie Lee Moss. In the program, it was simply stated, "You will notice that neither Senator McClellan, nor Senator Symington, nor this reporter know or claim that Mrs. Moss was or is a Communist. Their claim was simply that she had the right to meet her accusers face to face. Senator McCarthy claimed that Mrs. Moss had access to the code room. The Army denies it. That ought to be easy enough to prove".

In 1954, we did not consider it important that we decide whether or not Mrs. Markward, the witness, was correct in stating that Mrs. Moss was a Communist. This we left to the due process of law - we still do. It was merely our purpose, as reporters, to hold up a mirror to something that happened during the week of March 16, 1954 in Washington.

Sincerely yours,

Mr. C. R. Petticrew
366 West 62 Street
Indianapolis 8, Indiana

mc

April 2, 1959

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting System
485 Madison Avenue
New York 26, New York

Dear Mr. Murrow:

Your "Person-to-Person" is of course one of the outstanding programs on T-V and I have enjoyed it on numerous occasions. Furthermore, I consider that I have a second point of contact with you, since I was a member of your audience a few years ago when you addressed our American Life Convention at the Edgewater Beach Hotel (Chicago) in October.

My purpose in writing today is that it is my recollection that you made either a radio broadcast or a telecast, or both, back in 1954 or 1955, stating that Senator McCarthy erred when he named Annie Lee Moss as a former member of the Communist Party. As I recall you were extremely critical of Senator McCarthy and you used his accusation of this woman as an example of his "loose charges" and "persecuting methods."

Now it is my understanding that a report issued by the Subversive Activities Control Board, dated September 19, 1958, shows that Annie Lee Moss, according to the Communist Party's own records introduced into evidence, actually was a member of the Party in the 1940s.

In the interests of accurate reporting, do you think any correcting statement should be made, or have they already been made?

Sincerely yours,

C R Petticrew

C. R. Petticrew, CLU
366 West 62nd Street
Indianapolis 8, Indiana
CRP:mdc

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York Plaza 1-2345

SEE IT NOW
EDWARD R. MURROW
FRED W. FRIENDLY

January 21, 1959

Dear Mr. Hibbs:

Having spent part of my boyhood selling The Saturday Evening Post and my middle age as a partner of Edward R. Murrow, I feel my loyalty to both requires this letter.

An editorial in the December 27 issue of The Saturday Evening Post refers to Annie Lee Moss and a Murrow television program of 1954. In spite of my reverence for the Post's accuracy, I doubt if the person who wrote the editorial checked the broadcast. A copy of a SEE IT NOW book, which includes the script of the program, is attached and, if you will read it you will note that Murrow never attempted to judge Annie Lee Moss. We simply stated, "You will notice that neither Senator McClellan, nor Senator Symington, nor this reporter know or claim that Mrs. Moss was or is a Communist. Their claim was simply that she had the right to meet her accusers face to face. Senator McCarthy claimed that Mrs. Moss had access to the code room. The Army denies it. That ought to be easy enough to prove".

In 1954, we did not consider it important that we decide whether or not Mrs. Markward, the witness, was correct in stating that Mrs. Moss was a Communist. This we left to the due process of law - we still do. It was merely our purpose, as reporters, to hold up a mirror to something that happened during the week of March 16, 1954 in Washington.

Respectfully,

Fred W. Friendly

Mr. Ben Hibbs
Editor in Chief of
The Saturday Evening Post
Independence Square
Philadelphia
Pennsylvania

FWF/hl
att. book

Moss, Annie Lee.

CBS NEWS

Office Communication

to: Mr. Murrow

from: Sheila Hogg

October 31, 1958

Alice Widener, column writer for a magazine syndicate and president of U.S.A. Magazine, has telephoned twice to ask what your position is, now that Annie Lee Moss has been proved by the Government to be a card-carrying Communist. She said that this was in all the papers. Neither the Times nor the Tribune, nor A.P. nor U.P. carried anything about it, but I found a piece in yesterday's Daily News (attached). When she first called, I said I could not answer for you, and she asked to be transferred to John Day. I have since discovered that John Day was out, and she was transferred to Sig Mickelson. She asked him for a CBS statement, implying that CBS had been duped into portraying Mrs. Moss as a martyr. I understand that he did not give one, feeling that with so little news coverage, it was not sufficiently important and that, in any case, we had not been duped. She then called Michael Horton, who does public relations for News. He said that he was going to quote to her the summing up which you gave at the end of that program.

She has a 4 p.m. deadline, and wants a statement from you as she says she is getting calls from all over the country asking specifically for your views.

She never called back. { If she wants a script of the show O.K. but that's all. no new statement.

U. S. Admits Ex-Red Stays in Army Job

By JERRY GREENE

Washington, Oct. 29 (NEWS Bureau).—A Pentagon spokesman said today that despite new and unchallenged evidence that Mrs. Anna Lee Moss was a card-carrying Communist in the 1940s, she remains on duty as a statistical expert in the Army Finance Office and there are no plans to remove her.

Mrs. Moss, a Negro who moved swiftly from a cafeteria clerk to a sensitive spot in the Pentagon's code room, was a key figure in one of the most explosive probes of the old McCarthy investigating committee in 1954.

She denied all charges of an FBI undercover agent, Mrs. Mary Stalcup Markward, that she had been an active Communist. It was, Mrs. Moss testified, clearly a case of mistaken identity. Eventually she was restored to her civil service job but was transferred to a "nonsensitive" post.

Mrs. Anna Lee Moss
Her record is not disputed

Case Wide Open Again

Her case went to the Subversive Activities Control Board, which ruled against her, and she won a rehearing through the Circuit Court of Appeals. Now the case has broken wide open again through an 18-page recommendation by Francis A. Cherry, board examiner member, reaffirming the earlier decision.

The Cherry recommendations are up before the whole board of five and it may be weeks before there is a final decision. One member of the board, unidentified, disqualified himself.

Cherry, labeled a moderate, is a former Governor of Arkansas. He was harsh in his comments about Mrs. Markward, accusing her of some false testimony about the amount of money she was paid by the FBI as an informant —a total of $24,026.45 over a period of 10 years.

Cites Party Records

But he was rougher regarding Mrs. Moss, and revealed that authentic party records substantiate the case against her.

"The party's own records, copies of which are now in evidence, and the authenticity of which it does not dispute, show an Annie Lee Moss, 72 R St. SW, Washington, D. C., was a party member in the mid 1940s," the report read.

"Yet, respondent on several occasions charged before the Court of Appeals and the board that witness Markward committed perjury in testifying before the Defense Department to what the party's own records showed . . . the party declined to cross-examine witness Markward on the Moss question after copies of the party's own records were produced to it."

Cherry made clear that his board had all available documents on hand and he has had closest cooperation with the courts and the FBI.

The Pentagon's stand today on Mrs. Moss was based on the controversial Supreme Court rulings that a civil servant is no security risk if not in a classified job.

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CBS-

OVERSEAS

April 14, 1959

to: CHARLES COLLINGWOOD
COLUMBIA
LONDON

PRO COLLINGWOOD EX MURROW INFORMATIVELY HAVE CABLED MONTY COMPLETE TEXT AIRMAILED TOMORROW STOP EDITING PROGRESSING HOPE AIR APRIL 28. REGARDS.

BURKE

514-182-513

OVERSEAS

April 14, 1959

to:

FIELD MARSHAL THE VISCOUNT MONTGOMERY
ISINGTON MILL
ALTON
HAMPSHIRE
ENGLAND

INFORMATIVELY COMPLETE TEXT AIRMAILED TOMORROW STOP REQUEST PERMISSION SUBMIT YOUR REMARKS ON WHAT FATHER SHOULD TEACH SON TO READERS DIGEST OR OTHER REPUTABLE MAGAZINE FOR APPROPRIATE FEE STOP PROGRAM TENTATIVELY SCHEDULED ONE HOUR APRIL 28 OR 29 WILL ADVISE. REGARDS.

MERROW

514-182-513

CBS NEWS

Office Communication

to: Messrs. Cowan and Mickelson

from: Murrow and Friendly

April 10, 1959

Here is a list of eleven reports which we are prepared to do for CBS NEWS. We should like to do any three or four of these but we request approval on five or six of the subjects so that we may feel free to pursue those three when time, news, history, and our ability to do them appear most advantageous.

It is our plan to do these between now and September when the SMALL WORLD unit is available for extra assignments. The out-of-pocket budget for each project would be $35,000 to $40,000 (the unit having been amortized in the SMALL WORLD sponsored budget).

att.

CAPE CANAVERAL

Murrow discussed this briefly with Air Force and Army brass when he was there. If we could pull this off, we could follow a ballistic missile from the blueprint at the factory to the launching pad, to the block house, to the target area. Could be the anatomy of a missile, and include portraits of the men who dominate this world of space.

WASHINGTON,D.C.

A report on the 10th largest City in the United States, which is larger in population than 18 States, but where no one votes. A study of what it is to live in the capital of the greatest nation on earth and be a second class citizen; housing conditions, the ghetto on the Potomac where desegregation has worked beyond expectations in spite of the fact that some Southern politicians point to it to prove their point.

The Washington Post has done some remarkable series on this, and Phil Graham and his people would be most helpful. Several Senators have recently proposed Washington for Statehood.

WE CAN'T AFFORD OUR ILLUSIONS

This (based on the Rickover speech and the Paley report) would examine our natural resources and our human resources; everything, from how much copper and water and oil we have, to how many human resources we have and how few of the great discoveries in science were made by Americans. Admiral Rickover would be a chief participant and narrator.

POLAND: "Nation on a Tightrope"

This is as close to the Soviet Union as we can get. The October revolution of 1956 still continues intellectually. They are prime movers in the current German crisis but with strong gravity to many western ideas and intellectual freedom.

Schorr will be in Warsaw and would work with one of our crews.

POPULATION

"It seems to me that the greatest problem in the world today is the matter of the rate at which the population is increasing. Dr. Willard Libby, the science member of the A.E.C. said that on SMALL WORLD and his words have been echoed by former Governor Thomas E. Dewey, Prime Minister Jawaharlal Nehru, Aldous Huxley Bertrand Russell,among others. This is a subject that need not be controversial

(the Catholic authorities are quite prepared to discuss it). In the Far East especially, anti-biotics and other medical accomplishments have so upset the balance between the birth and death rates that even China alone is expected to reach the one billion mark by the year 2000. The fact that even today there is somewhat less than two acres of arable topsoil per person in the world brings in the equally important problem of where are we going to get enough food and allows us to explore briefly the fields of hydroponic and ocean farming.

A calm appraisal of the various methods of population control planned or, in effect, in Japan, India, China and the Scandinavian countries where this problem has been faced as a fact of twentieth century life, might serve to put it in its deserved larger perspective.

IRAN:

In the opinion of people all the way from Montgomery to Lilienthal to Khrushchev, this may be the next crisis. Located half way between Europe and the Seato countries, it is a Brandenburg Gate, 1,000 miles wide. Ruled by Shah Mohammed Reza Pahlavi, the present day successor to Cyrus the Great and Darius, who is desperately trying to lead his country out of the ancient ways of the Medes and Persians and modernize, in an effort to survive. The Shah, who is already committed to a SMALL WORLD, would be most cooperative. There is land reform here and oil, American aid, both public and private, dams, water, reclamation, and the Kurds, and a military situation which could become aggravated at any time.

McClure is available to do this with either Collingwood, Burdett or Kendrick, with some participation by Murrow.

THE U.N. ARMY - TWO YEARS LATER

Since the Egypt-Israel war, there has been a U.N. Army in Gaza and there has been no war. Now Montgomery and others have suggested a similar army for Berlin. Why not? What is a U.N. Army? Who commands it? These are Finns (who ski in the desert), Yugoslavs, Indians, all thousands of miles from home who kept the world from blowing up. Hammarskjold and Lodge have both urged us to do this piece.

MUNICH - 1959?

Is England on the verge of another Munich appeasement? This would have to be done soon and would be an examination similar to our "England after Suez" in which we would study what happened at Munich in 1938 and what is going on in 1959. There is a body of opinions (including Murrow's) that Britain may conceivably be on the verge of appeasement (Collingwood feels otherwise), but it ought to be a hell of a show. England is the one country where the mood is and current opinion wells right up from the sidewalk and could be usefully represented. We would also do a ten-minute bit of history of exactly what happened with Chamberlain in 1938.

CANADA: RESTLESS NEIGHBOR

Canadian-United States relations have deteriorated sharply. There is strong feeling in Canada, voiced by political leaders, industrialists, military men and ordinary Canadians that the United States dominates the Canadian economy and takes her smaller neighbor for granted.

Although the United States has ten times Canada's population, Canada spends a billion dollars a year more for her products than we spend for hers. Among the United States imports Canada objects to are Jimmy Hoffa's organizers and "rock and roll".

The City of Elliott Lake is symptomatic of Canadian feelings. Carved out of the Canadian wilderness to provide uranium for the United States Atomic Energy Commission, it may be doomed by the United States' failure to renew contracts in 1961.

Other areas of irritation include: our joint defense policies which resulted in scrapping the Avro Arrow, the world's fastest interceptor and prevent Canadians from visiting military installations in their own territory; United States disposal of surplus wheat; import restrictions on Canadian lead, zinc and oil; United States attitude toward the St. Lawrence Seaway; United States ownership of 68% of Canadian oil, 51% of her chemicals, 45% of her pulp and paper, 95% of her autos.

Government officials, from Prime Minister Diefenbaker down, have assured us maximum cooperation.

AFRICA

A study of the Central African Federation.

The emotionally disunited states of North and South Rhodesia and Nyasaland are perched on the edge of violence with each state claiming that it has the true solution to the racial tension now raging in each country. A study of the Central African Federation will explore the causes of this tension (7 million blacks to 1/4 million whites) and the solutions proposed by each state. Developments in this internecine war will continue in the news for the next year. The participants would range from Prime Minister Sir Roy Welensky, opposition leader Stewart Aitken-Cade to Dr. Hastings Banda of Nyasaland, to Lord Malvern, the ex-Prime Minister, to the Anglican and Catholic Archbishops of Africa and Rhodesia.

This project should involve Kendrick who is thoroughly familiar with all aspects of the story.

THE MISSILE AND THE SUBMARINE

Admiral Burke has (secretly) asked us to consider doing a show on the Soviet submarine menace. The problem being that 400 Russian subs with missile capabilities are, in effect, launching pads which cannot be detected or zeroed in. Navy Plan, which they are working on, is to try to have two submarines (one atomic, one conventional) attempt to sail, undetected, from a European port to a key American City. Project would involve the two submarines plus reporters and camera crews with the anti-submarine task force which includes carriers, destroyers, choppers, etc. The Navy thinks both submarines would probably get through, which is the problem they wish to bring to the American public.

CBS NEWS

Office Communication

to: Mr. Spinrad

from: Mr. Murrow

April 3, 1959

Your proposed letter regarding the Godfrey replacement appears to me to imply that I, in some way, participated in selecting Mr. Godfrey as a replacement. This was not the case and I suggest that the second paragraph either be altered or deleted.

hl

April 2, 1959

Name
Address
City, State

Dear _____:

Mr. Edward R. Murrow has sent on to me your recent gracious letter to him. The CBS Television Network is glad to have this expression of your views.

As to the replacement of Mr. Murrow by Arthur Godfrey during the Murrow sabbatical year, you may be interested to know that Mr. Murrow himself included Mr. Godfrey's name on his list of suggested substitutes.

I think that if you give Mr. Godfrey a chance, you will be pleasantly surprised.

Sincerely yours,

Hubbell Robinson, Jr.

SUGGESTED DRAFT

Reply for letters addressed to Mr. Murrow re Godfrey replacing him on PERSON TO PERSON.

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Aaron
J. Zousmer

February 18, 1959

In regard to your query about MCA the other day, a check of our files shows that to the best of our knowledge we have done only ten MCA clients in the 463 guests we have done to date.

There may have been other MCA people on the show, but this was not a factor of any concern to us. MCA helped us get ten of their people. In every other case the approach was made through different channels.

A & V

jmi

Skedgell, Bob

Skedgell, Bob

January 27, 1959

TO: Bob Skedgell

FROM: James Burke

cc: Messrs. Murrow, LeSueur, Day, Johnson, Burke, Otis, Klaric, Reubens, Mandell, Lavenstein, Gallagher, Fischer, Merriman, Radio and TV Editors, Misses Chiotes and Victor

Edward R. Murrow will be vacationing February 21 through approximately March 5. Larry Le Sueur has agreed to replace Mr. Murrow on the 7:45 p.m. radio news show Monday through Friday during that period.

J.B.

Pgm Opns

7

CBS NEWS

Office Communication

to: Mr. Wafing

from: Kay Campbell

cc: Messrs. Hopkins, Davis, Salline and Teicher.

January 7, 1959

For your information, Edward R. Murrow will originate his 7:45 radio news program from station WRVA, Richmond, Virginia on Thursday, January 8th. Announcements will be from New York.

K. C.

mmc

Pgm Opns

CBS NEWS

Office Communication

to: Mr. Wofing

from: Kay Campbell

cc: Messrs. Hughes, Davis, Salline, Teicher and Martin.

January 2, 1959

For your information, Edward R. Murrow will originate his 7:45 radio news program from WCAU, Philadelphia on Tuesday, January 6th. Announcements will be from New York.

K. C.

mcc

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza I-2345

MR. ED MURROW
485/17

Spec Pgms

CBS RADIO

YEAR-END REVIEW

1958

CBS RADIO YEAR-END REVIEW - 1958

To the broadcasting industry this year, CBS offered another example of realistic leadership.

In November the network announced its Program Consolidation Plan, effective January 5, 1959, as a decisive means of increasing network and station income and creating an economic stability in keeping with radio's massive listening. Since the plan was announced, major users of broadcasting have made new commitments and expanded current ones for a total of more than $4 million. Among these are Bristol-Myers and Lewis-Howe Companies, Stewart-Warner Corporation and Lever Brothers.

Rejecting limited defensive actions and spectacular but superficial counter-measures, the Program Consolidation Plan advanced a new economic and operational basis for relations between networks and their affiliated stations. It was developed jointly between CBS Radio and its affiliates in months of consultation and deliberation. It bears the enthusiastic endorsement of the affiliates as an instrument conveying important benefits to listeners, affiliates and sponsors.

For listeners, the plan authenticates "the network sound" by making a clearer distinction between network and local elements in the program schedule; by reasserting the principle of mood-sequencing which permits individual programs to lend their listener interest to each other, by continuing to present personalities and programs of enduring national popularity, and by providing a strong network news service with news broadcasts presented every hour on-the-

hour throughout the broadcasting day.

For affiliates, the Program Consolidation Plan provides larger blocks of broadcasting time in which to develop personalities and programs of specific community appeal; opens new sources of station revenue by the regrouping of network and local program periods, and by permitting local sponsorship of network-produced news programs.

To sponsors, the Program Consolidation Plan means virtual elimination of the station-by-station time clearance procedure for new network programs. It also obviates undue variations in time-of-broadcast among the stations comprising the network. Moreover, the sound economic and programming concepts inherent in the plan give assurance to sponsors that they can use the medium with maximum effectiveness.

Since the plan was announced, more than 30 affiliates of other networks as well as independent stations have expressed interest in affiliation with CBS Radio.

The Size of Radio

In the year now ending, radio remained big, dwarfing its own bigness of a decade ago. Currently radio reaches 49-1/3 million homes, equipped with 95,400,000 sets, in a single week, for an average weekly U.S. total of 665 million family-hours of listening.

Today there are 37,200,000 radio-equipped automobiles, a greater total than the number of radio homes in 1948.

In the first ten months of 1958, U.S. radio set manufacture reached 9 1/2 million units. Some hundreds of thousands of sets were imported. In this period, more than twice as many radios as television sets came off the assembly lines.

One industry source, the Cunningham & Walsh 1958 Videotown Report, showed average weekly daytime listening by housewives had increased two hours and fifty-nine minutes, or 62 percent, over 1957, and called its finding "the biggest news in Videotown this year."

Ownership of Station WCAU-AM-FM-TV was officially transferred on August 29 from WCAU, Inc., a subsidiary of Bulletin Company, to make it the seventh of the CBS-Owned Radio Stations.

In October, contracts were let for the construction of a new, completely modern building, exclusively for KMOX, CBS-Owned Radio Station in St. Louis.

As the year drew to a close, radio's indispensability (and the interdependence of all the mass communications media) were underlined by a strike of delivery employees which halted publication of all major dailies in the New York metropolitan area. To meet this emergency, WCBS, CBS-Owned Radio Station in New York, expanded its news coverage, read editorials, featured columns, advice to the lovelorn, and comic strips to newspaper-habituated New Yorkers.

Names America Knows

A listening line-up of imposing vigor and attractiveness is in prospect on CBS Radio during 1959. It is headlined by the same stars, personalities and talents that gave sponsored programs during the preceding fifteen months audiences that were 44 per cent larger per commercial minute than those of its closest competitors. These headliners will again include Amos 'n' Andy, Pat Buttram, Ron Cochran, Walter Cronkite, Galen Drake, Rusty Draper, Arthur Godfrey, Art Linkletter, Mitch Miller, Edward R. Murrow, Eric Sevareid, Lowell Thomas, Robert Trout, The Metropolitan Opera, the New York Philharmonic Orchestra, the Salt Lake Tabernacle Choir, the Cleveland Orchestra and the Public Affairs broadcasts of Unit One.

Drama programs, which enjoyed high listener approval in 1958, retain a prominent position in the 1959 schedule. These include "Yours Truly, Johnny Dollar," "Suspense," "Gunsmoke," the new radio version of "Have Gun, Will Travel," and the daytime favorites, "The Couple Next Door," "Romance of Helen Trent," "The Right to Happiness," "Ma Perkins," "Young Dr. Malone," "The Second Mrs. Burton" and "Whispering Streets."

The Big Stage

Radio's broad proscenium framed a number of unique events in entertainment, sports and education.

The fourth annual "Christmas Sing With Bing" found a wider reception than ever with listeners, and with many of the nation's most influential voluntary organizations whose executives urged their memberships and

affiliated groups to participate in this annual mass manifestation of the Christmas spirit.

In February, "The Case for the College," an hour-long program, was presented by Harvard College, with Nathan M. Pusey, President of Harvard University, and a cast of internationally distinguished alumni in support of the institution's $80 million fund drive.

To acquaint the nation's teachers with a new income tax ruling made on their behalf, the National Education Association presented a special half-hour program, "Taxes and Teachers," on CBS Radio three days before the April 15 deadline for filing returns.

In May, the network presented the "Masland Radio Color Roundup," a two-hour extravaganza with an imposing cast of Broadway and Hollywood stars. Conceived and produced by Dee Engelbach, it made imaginative use of radio's musical and literary capacities to achieve a remarkable evocation of the four seasons and their changing colors.

In July, four sessions during the four-day stand of the Newport Jazz Festival were broadcast from Freebody Park, with Mitch Miller as host and commentator. These were the first multi-city stereophonic broadcasts to be presented by a major network.

Music to Listen By

CBS Radio will maintain its eminence as one of the nation's sources of important music in 1959.

In November, the network began broadcasting the full Saturday afternoon performances of the Metropolitan Opera, under the sponsorship of Texaco, with Milton Cross as commentator and with intermission features conducted by Norman Dello Joio, Boris Goldovsky, Edward Downes and Clifton Fadiman. The broadcasts, presented from 2:00 PM, EST, to conclusion, permit a greater number of listeners than formerly, in the United States and Canada, to hear each opera in its entirety, exactly as it is being sung at that moment on the stage of the "Met" at West 39th Street and Broadway in New York City.

The New York Philharmonic began its 29th consecutive year on the CBS Radio Network in October with Leonard Bernstein as its new musical director. His first innovation was the systematic performance of American compositions. Three guest conductors have been on the podium this season: Dimitri Mitropoulos, Herbert von Karajan and Thomas Schippers. Later in the season, Sir John Barbirolli will conduct. Distinguished soloists who appeared with the orchestra during 1958 included pianists Van Cliburn, Guiomar Novaes, Eugene Istomin, Vladimir Ashkenazy, Claudio Arrau and Rosalyn Tureck.

The Cleveland Orchestra, conducted by George Szell, celebrated its 40th anniversary with a gala series of one-hour broadcasts including the radio premieres of a number of especially commissioned works.

The 375-voice Salt Lake Tabernacle Choir, conducted by Richard P. Condie,

started its 26th year of continuous Sunday morning broadcasts on CBS Radio.

In its sixth year, "World Music Festivals," with James Fassett as Commentator, brought twenty broadcasts from the world's leading music centers, including Bayreuth, Salzburg, Oslo, Helsinki, Amsterdam, Rome, Turin and Bergen.

Notable special broadcasts included a United Nations Day concert with Pablo Casals as cello soloist in New York, and Yehudi Menuhin and David Oistrakh playing the Bach Double Concerto from Paris; and a Human Rights Day concert at the U.N. played by the New York Philharmonic conducted by Leonard Bernstein, with soprano Renata Tebaldi as soloist.

The Public's Business

To its long and distinguished list of broadcasts dealing with public affairs, CBS Radio this year made widely acclaimed, intently listened-to additions. These special productions were the work of a newly constituted group, Unit One, which has set new standards for the creative use of actuality techniques.

In the course of the year, it produced 24 special broadcasts reporting and analyzing international relations, national affairs, and significant social, economic and scientific trends in American life.

Particularly acclaimed for their excellence were:

"Who Killed Michael Farmer?", an in-depth study of a brutal teen-age

gang killing;

"POW--A Study in Survival," reviewing the moral and psychological travail of young Americans in military captivity during the Korean War;

The current "Hidden Revolution" series, exploring the fundamental changes in our society being wrought by the swift pace of scientific and technological discovery;

David Schoenbrun's and Howard K. Smith's Washington-Paris-Tunis interview with Tunisian President Habib Bourguiba, at the height of the North African tensions;

The three-way trans-Atlantic symposium on "Russia and the West" with Adlai Stevenson, Hugh Gaitskell and Pierre Mendez-France presenting the "loyal opposition" view in each country;

"Class on Russia," in which CBS News Correspondent Daniel Schorr answered the questions of a group of New York high school students;

"The Teamsters Testify," a special 55-minute report, summarizing the Senate inquiry into the affairs of the International Brotherhood of Teamsters;

A discussion of the current East-West crisis in Berlin by West Berlin's Mayor Willi Brandt.

The impact of the "Who Killed Michael Farmer?" broadcast in March was such that requests for material connected with it are still being received

by the Public Affairs Department of CBS News. As of Dec. 1, 1958, some 7,000 transcripts had been distributed to schools, churches, libraries, civic organizations, social agencies, penal institutions, police departments and public officials. Nearly 100 schools and universities, including Yale, Columbia, Cornell, University of California, The New York School of Social Work, Indiana University and Nebraska University, are using tape recordings and transcripts in connection with graduate and undergraduate courses. A limited edition LP album, containing the full program, has been issued for non-commercial distribution to institutions requesting it.

Resoundingly praised by the nation's reviewers, "The Hidden Revolution" is presenting one of the most imposing arrays of scientific, social, political and governmental authorities ever assembled for a single series, with Edward R. Murrow as the narrator. In its first three broadcasts, it outlined the social dislocations caused by scientific and technological change, examined the status of the individual's freedom in our increasingly complex world, and evaluated the threat and promise of automation. In succeeding broadcasts on January 21, February 18 and March 18, it will deal with the issues of individual and group human relations, the new tasks confronting American education and the ultimate question of peace or war.

"Face the Nation," "The Leading Question" and "Capitol Cloakroom" continued to present their authoritative discussions between the network's correspondents and leading figures in politics, government, business, science

and education.

In its first year on the air, "Answer, Please!", with Ron Cochran presiding, has established solid popularity as a source of answers to questions arising from important developments in the news. The questions are selected from the more than 6,000 a week sent to the program by listeners.

"Invitation to Learning," in its eighteenth year, offered four arresting series of discussions of books: "Leisure and Boredom," books about the difference between the two; "On Understanding the Arts," books about art forms and art criticism; "Two Generations," books reflecting the age-old divergence between older and younger generations; and "American Byways," reviewing little known books by famous American writers.

"Church of the Air" began its 28th year on CBS Radio, presenting two broadcasts each Sunday in a schedule representing nationally prominent clergymen of all the major faiths and denominations, as well as those of constituted religious groups with smaller followings.

Special Radio Addresses

Almost 100 special addresses dealing with issues and activities of broad public interest were broadcast on CBS Radio.

President Eisenhower spoke to the people 14 times in his role as Chief Executive. Secretary of State John Foster Dulles delivered seven addresses. Secretary of Defense Neil McElroy, together with Preston J. Moore, National Commander of the American Legion, were heard on Veterans Day. Walter

Reuther, President of the United Auto Workers and a Vice President of the AFL-CIO, spoke over CBS Radio on Labor Day.

Other significant talks included:

British Prime Minister Harold Macmillan's address at Johns Hopkins University; highlights of the foreign aspects of National Security Conference in Washington including the comments of Vice President Richard M. Nixon, former President Harry S. Truman, Dean Acheson, Adlai Stevenson, Allen W. Dulles and others; The Annual Lenten Message by Pope Pius XII; Former President Herbert Hoover's address on "What America Stands For," from the Brussels World Fair; an address by Lester B. Pearson, 1957 Nobel Peace Prize Winner, and Israel's Prime Minister David Ben-Gurion.

The News Programs

The rich abilities of CBS News found substantial expression on CBS Radio during 1958 in weekly schedules of as many as 138 news broadcasts from overseas, New York, Washington and a multitude of locations in the United States, to which some 275 correspondents and other members of the CBS News staff contributed.

In addition to the regular reports and analyses by Ron Cochran, Walter Cronkite, Bill Downs, Douglas Edwards, Larry LeSueur, Edward R. Murrow, Robert Pierpoint, Daniel Schorr, Eric Sevareid, Howard K. Smith, Lowell Thomas and Robert Trout, the network offered its long-standing "World News Roundup" seven days a week with Dallas Townsend introducing

reports from Winston Burdett and Frank Kearns, Middle East; Charles Collingwood, England; Richard C. Hottelet, Latin America; Peter Kalischer, Far East; Ernest Leiser, Germany; David Schoenbrun, France, and others.

Ernest Leiser became the first American network correspondent to make a radio broadcast from Rumania to the United States since World War II.

Other notable news broadcasts on CBS Radio included:

Robert Taber's exclusive reports from the mountain stronghold of Fidel Castro, Cuban rebel leader;

"The Great Challenge," examining seven important areas of endeavor which are making unprecedented demands on our human and economic resources;

Stuart Novins' brilliant feat of 60 hours of reporting the July deliberations of the U.N. on the violent upheaval involving Iraq, Jordan and Lebanon which left the world living in apprehension of imminent war;

The special full-hour report on "The Ruble War," outlining the scope of Soviet economic penetration of Europe and the underdeveloped countries, which was later published in book form;

Peter Kalischer's eye-witness account of the shelling of a Nationalist convoy by Red Chinese torpedo boats off Quemoy;

The extensive special reporting of the death of Pope Pius XII in

November and the election and coronation of Pope John XXIII, including the first public appearance and public utterance of the new Supreme Pontiff.

"The World Tonight" continued to be a source of penetrating radio journalism encompassing the world scene. It gave Americans the first word of Van Cliburn's spectacular musical triumph in Moscow, the first uncensored report from Baghdad following the revolution in Iraq, exclusive reports on Communist China and a wealth of other distinguished reporting.

In November, CBS Radio reported the results of the 1958 local, state and Congressional elections with Robert Trout as anchor man. The use of a Univac calculator enabled the network to make correct predictions of the results several hours before the actual tallies were completed.

In a special interview with CBS News Correspondent David Schoenbrun, General Lauris Norstad, Supreme Commander of NATO, gave the world an estimate of "The Strength of NATO."

Highlights of the public consistory in St. Peter's Basilica, at which 23 new dignitaries were formally elevated to the Sacred College of Cardinals by Pope John XXIII, were presented on CBS Radio in a special broadcast, "The Red Hats," on Dec. 18.

At year-end, other significant special news programs were scheduled:

"Big News of '58," reviewing the year's major events on Sunday, Dec. 28 at 3:05-4:30 PM, EST;

"Years of Crisis," 10th annual convocation of CBS News Correspondents from overseas for their now traditional appraisal of events and trends in this country's relationship with the rest of the world, on Monday, Dec. 29 at 8:00-9:00 PM, EST;

"The Year Gone By," a review of the arts, sciences and humanities, on Sunday, Jan. 4 at 2:05-4:00 PM, EST;

"Where We Stand II," assessing the relative position of the United States and the USSR in such crucial matters as education, arms and industrial output, on Sunday, Jan. 4 at 9:05-10:00 PM, EST.

The World of Sports

Sports broadcasting on CBS Radio, which concentrates, traditionally, on events of outstanding interest and significance, presented exclusive coverage of major contests in boxing, horse racing, yachting, football, golf, track and sports car racing.

On March 25, the network's exclusive coverage of the Carmen Basilio-Sugar Ray Robinson middleweight championship contest drew an estimated audience of 18 million radio listeners.

In September, the first America's Cup Races since 1937, between the British challenger, "Sceptre" and the U. S. defender, "Columbia," were reported by two internationally known yachtsmen, Pierre S. Du Pont IV and Richard Bertram, from a Coast Guard cutter and a Navy blimp patroling the 24-mile course off Brenton Light.

Other significant sports broadcasts on CBS Radio included:

A 12-week schedule of the New York Giants professional football team and other important National Football League games plus the Eastern Conference playoff between the Giants and the Cleveland Browns;

An international hockey match between teams from the U.S.S.R. and the U.S. broadcast "live" from Oslo, Norway;

The Triple Crown of horse racing -- Kentucky Derby, Preakness and the Belmont Stakes;

A triad of leading college football Bowl Games on New Year's Day that included the Cotton Bowl (Navy vs. Rice); Orange Bowl (Oklahoma U. vs. Duke), and the 'Gator Bowl (Texas A&M vs. Tennessee);

The Florida International Grand Prix sports car races from Sebring, Fla.;

One of golfdom's most important events, The Masters Tournament, a four-day match at the Augusta National Golf Club at Augusta, Ga.;

And the 21st Annual All-American Soap Box Derby from Akron, Ohio.

Coverage of important indoor track meets included the I.C.4-A championships; the Knights of Columbus games; the American mile championship at the 70th Annual American Indoor Track and Field Championships, under the auspices of the A.A.U.; the Compton Relays from Ramsaur Stadium

in Compton, Calif.; and the National Collegiate Athletic Association Track and Field Championships from Edwards Track Stadium at Berkeley, Calif.

In boxing, CBS Radio also broadcast the world lightweight title bout between champion Joe Brown and contender Ralph Dupas from Sam Houston Coliseum in Houston, Texas.

Three regularly scheduled sports programs kept listeners apprised of day-to-day and week-to-week developments in the world of sports. "Sports Time" was heard Monday through Saturdays, with Phil Rizzuto at the microphone during the baseball season, and Frank Gifford, New York Giants football star, who replaced the late Herman Hickman as the program's gridiron expert.

Dave Camerer emerged as an engaging and knowledgeable new commentator in "An Eye on Sports," devoted to human interest portraits of sports personalities, famous and obscure.

"Sports Resume," conducted by Chris Schenkel, kept fans abreast of the action and results in major sports contests.

Milestones in Radio

The 20th anniversaries of CBS Radio's "World News Roundup" and Edward R. Murrow's microphone debut as a newsman were observed in March on a special broadcast, "We Take You Back."

Amos 'n' Andy completed their 30th year of radio broadcasting.

Lowell Thomas began his 30th year as a globe-roving microphone

correspondent.

The Salt Lake Tabernacle Choir and Organ Program celebrated its 26th year and its 1500th consecutive weekly broadcast on the CBS Radio Network. It crowned its season with a national concert tour which won high critical praise wherever it went, particularly for its performances of "The Messiah" with the Philadelphia Orchestra in that city and in New York.

"Capitol Cloakroom" began its eleventh year as a vehicle for uninhibited give-and-take between CBS newsmen and important figures in government, politics and foreign affairs.

"Face the Nation," in which members of the nation's press ply figures of international importance with penetrating questions, began its fifth year of airing vital issues.

"Answer, Please!", knowledgeable question-and-answer program, begins its second year on January 6 as an entertaining source of information on questions arising from major news developments.

"The Couple Next Door," starring Peg Lynch and Alan Bunce in delightfully humorous portrayals of middle class family life in suburban America, begins its second year on January 1.

"The Romance of Helen Trent" and "Ma Perkins" entered their 26th year as leading daytime dramas.

Recognition

From a variety of nationally important sources, public recognition came this year to CBS Radio for its programs, personalities and executives.

George Foster Peabody Awards for distinguished achievement in radio and television news reporting were presented to CBS News.

To William S. Paley, Chairman of the Board of Columbia Broadcasting System, Inc., the Broadcast Pioneers presented a citation because he "early recognized the need for personal involvement of top management in broadcasting's product of programming."

Dr. Frank Stanton, President of Columbia Broadcasting System, Inc., received the 1958 Keynote Award of the National Association of Broadcasters at the organization's annual convention in April.

He also received the 1958 America's Democratic Legacy Silver Medallion of the Anti-Defamation League on behalf of the Columbia Broadcasting System for "distinguished contributions to the enrichment of America's heritage of freedom."

The University of Missouri's School of Journalism Honor Award for Distinguished Service in Journalism was conferred on Dr. Stanton for "his successful fight for the right of the broadcaster to editorialize."

On behalf of the network, Arthur Hull Hayes, President of CBS Radio, received the National Exchange Clubs' Annual Citation of Merit for contri-

butions to crime prevention embodied in drama programs and documentaries.

The honorary degree of Doctor of Laws was conferred on Edward R. Murrow by Grinnell College.

Art Linkletter, host of CBS Radio's "House Party," was designated by the U.S. State Department as a special representative of the U.S. entertainment industry to the Brussels World Fair.

Freeman Gosden, of the celebrated team of Amos 'n' Andy, was named by President Eisenhower as a special U.S. Ambassador for the inauguration of Mexico's new President, Adolfo Lopez Mateos.

Louis Dorfsman, Director of Art, Advertising and Promotion for CBS Radio, received the Art Directors Club of New York Gold Medal and two Certificates of Merit at the annual exhibition conducted by the organization.

CBS Radio programs and personalities won ten of the seventeen top awards in the annual Radio-Television Daily poll of the nation's radio and television editors.

Eighteen of the 27 first-place Gold Medals were awarded to CBS Radio in the annual nationwide poll of the readers of Radio-TV Magazine.

In its first year, the newly constituted "Unit One" received honors from five important sources:

The National Education Association "School Bell Award" was given to the second edition of Unit One's "Radio Beat" series.

The Sidney Hillman Foundation Award and $500 were presented to George A. Vicas, producer of "Radio Beat."

Unit One's "Galindez-Murphy Case: A Chronicle of Terror" received a First Award in the Special One-Time Broadcast category from the Ohio State Institute for Education by Radio-Television. It was also named as one of the year's top documentaries in the annual poll to determine the Radio-Television Daily All-American Awards of the Year; Jay McMullen, producer of the program, was recipient of the Mystery Writers of America annual "Edgar" award, the first ever accorded to a non-fiction radio production.

Executive Appointments in 1958

Several new executive appointments were announced during the year:

Gordon F. Hayes became Vice President of CBS Radio in Charge of Radio Spot Sales;

Walter P. Rozett was named Director of Financial and Administrative Operations;

Louis J. Riggio was appointed to the newly created post of Director of Sales Administration;

Maurie Webster became General Manager of KCBS, the CBS-Owned

Radio Station in San Francisco;

G. E. "Buck" Hurst became Pacific Coast Network Sales Manager;

Sid Garfield became Director of Press Information;

Melvin Spiegel became Assistant Director of Press Information.

Pgm. Opns.

CBS NEWS

Office Communication

to: Mr. Wofing

from: Ray Campbell

cc: Messrs. Hughes, Davis, Sellins Teicher and Martin

December 30, 1958

This is to inform you that Mr. Murrow will originate his 7:45 p.m. radio news from Paris, New York on Wednesday, December 31st and Thursday, January 1st. Announcements will be from New York.

R. C.

copy → Oppenheimer Program Operations

CBS NEWS

Office Communication

SIN 1/4/55

to: Fred Friendly

from: Ed Murrow

November 24, 1958

Here is a copy of Mickelson's letter to Oppenheimer. It is not very meaningful without the preceding exchange of memoranda, all of which are in our files.

CBS NEWS

Office Communication

to: Mr. Mickelson

from: Mr. Murrow

October 30, 1958

Do you know precisely what is involved in the Oppenheimer matter? Here is the entire sordid file, from the beginning. Oppenheimer put me a question which I passed on to "management" and "management" appears, after these many months, to be either unable or unwilling to answer it.

Unless you or someone else chooses to answer Oppenheimer's query, I have no alternative but to write him myself and will, of course, be obliged to include the Smith-Kendrick version in such a letter. Oppenheimer, who is a personal friend of mine, is under the impression that I had something to do with the program in question. I do not intend to allow this impression to stand, nor do I intend to make my letter to him of a confidential character. Pray advise me whether you wish the answer to Oppenheimer to come from "management" or from me. It is going to be one thing or the other.

Oppenheimer

CBS NEWS

Office Communication

to: Mr. Mickelson

from: Mr. Murrow

October 8, 1958

Is it proposed that anyone from management reply to Professor Oppenheimer? It seems to me he is making a legitimate enquiry and an answer is long overdue.

E.R.M.

CBS NEWS
Broadcast House, Washington 16 Emerson 2-9300

WASHINGTON BUREAU
Howard K. Smith

Oct. 2, 1958

Dear Ed,

I suppose that legalistically Mickelson's explanation can be argued: it is true that he had not, after two days, given me a final answer to my request that I be released from the Where We Stand program if the decision was made not to use the Oppenheimer interview. Then Oppenheimer settled it by withdrawing permission to use the 8-minute sequence.

However, Mickelson's explanation falls down when you recall the second installment of this matter--that is, when Midgley presented Mickelson with a half-hour edited version of the interview with Oppenheimer, told him he thought he could get a sponsor for it (The Fund for the Republic), and asked that it be accepted. Mickelson did not give Midgley an answer, though this happened many months ago.

It appears that the problem is to tell Oppenheimer the truth without calling our managers liars. I don't have any ideas on how to do that.

I hope to see you soon.

Sincerely,

Howard

HKS:pd

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N.Y.

September 30, 1958

PERSONAL

Dear Howard:

I have no desire to involve you in this snivelling, weasel-worded exchange, but I feel obliged to make some reply to Oppenheimer's cable. Our superiors are not disposed to do so. Do you have any ideas?

As ever yours,

KRM:skh

encs.

Mr. Howard K. Smith
WTOP
40th and Brandywine Streets N.W.
Washington, D.C.

COPY

CBS NEWS

Office Communication

to: Mr. Day cc: Mr. Salant

from: Mr. Murrow June 23, 1958

The attached exchange is, I think, self-explanatory.

I propose to tell Professor Oppenheimer that the "appropriate officials of CBS responsible for the suppression of the interview with Howard K. Smith" will reply to his inquiry.

I should be grateful for a copy of the reply.

fc E.R.M.

COPY

JUNE 19, 1958

DR. J. ROBERT OPPENHEIMER
c/o PROFESSOR NILS BOHR
INSTITUTE THEORETICAL PHYSICS
COPENHAGEN

SOME CBS AND SOME INDEPENDENT STATIONS ACROSS THE COUNTRY HAVE REQUESTED PERMISSION TO RERUN BOTH THE ORIGINAL OPPENHEIMER AND MURROW CONVERSATION AND THE EXTENDED VERSION STOP MURROW AND EYE ARE INCLINED TO GRANT SUCH PERMISSION BUT WOULD NOT DO SO WITHOUT YOUR CONSENT

WARMEST REGARDS

FRED FRIENDLY

seeitnow
202-182-33

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WESTERN UNION INTL CABLES

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LT FRED FRIENDLY CBS NYK

GLAD TO CONCUR IN YOUR PERMISSION BUT WOULD INQUIRE ABOUT INTERVIEW I MADE WITH HOWARD SMITH IN JANUARY SUPPRESSED BY CBS ALL GREETINGS

ROBERT OPPENHEIMER

857 AMEST

ACL

ACK TWO MSGES PLS CLR

ACK THOSE TWO PLS

RECVD TWO MESSAGES FROM WU TNX AND OVERM

Rosen, Paul

CBS NEWS

Office Communication

to: Mr. Rosen

from: Mr. Murrow cc: Mr. Friendly, Mr. Seward October 31, 1958

Your memo about Coronet Instructional Films puzzles me, in as much as I was under the impression that we had a deal with McGraw-Hill to release such footage. Obviously, if any release is granted, it must be only for that portion that has been aired. So far as Coronet "making a film out of the remaining thousands of feet of footage shot" that is precisely what we plan to do, in due course.

ERM:skh

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow

from: Paul A. Rosen

October 27, 1958

I am attaching a copy of a letter dated October 22, 1958, from Coronet Insutructional Films and a copy of my response thereto.

Shall we release the interview you conducted with Mr. Truman so far as the already broadcast portions are concerned?

P. A. R.

PAR:jr
Att.

October 27, 1958

Dear Jack:

Thank you very much for your letter of October 22, 1958, in which you enquire about handling for educational 16mm. distribution the interview conducted by Mr. Murrow with former President Harry S. Truman.

It may be possible to release in the near future only that portion of the material which has already been broadcast. I shall bring your suggestion to Mr. Murrow's attention in this respect, but I do want you to know at this time that the footage shot but not yet broadcast cannot be released until some time in the future.

Cordially,

4

Mr. J. M. Abraham
Vice-President & General Manager
Coronet Instructional Films
65 East South Water Street
Chicago 1, Illinois

PAR:jr

Coronet

INSTRUCTIONAL FILMS

October 22, 1958

Mr. Paul A. Rosen
CBS Television Enterprises
485 Madison Avenue
New York 22, New York

Dear Paul:

Some time ago Ed Murrow had a series of interviews with ex-President Harry Truman, and as I recall, much of the interview was in the Keys off the Florida coast. I believe that it was agreed that certain small portions would not be released for a substantial period of time, perhaps until after Truman's death. I hope we will be permitted to distribute that footage when it is available.

In the meantime, would it be possible for us to make a film out of the remaining thousands of feet of footage shot? If that is possible, I would be glad to send a man to New York to go over the footage and make selections mutually agreeable to CBS and Coronet. It is my understanding that that interview when shown on television was a terrific success.

Cordially,

CORONET INSTRUCTIONAL FILMS

J. M. Abraham, Vice-President
and General Manager

JMA:pp

Rosen, Paul

CBS NEWS

Office Communication

to: Mr. Rosen

from: Mr. Murrow

October 31, 1958

I am delighted to be able to say no to the attached request.

Report of Oppenheimer interview

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW cc: Mr. Mickelson

from: Mr. Paley October 23, 1958

Thanks for your suggestion that we give new consideration to the idea of organizing a series of old-fashioned, formal, face-to-face debates. I am asking Sig Mickelson to bring it up for discussion at one of our upcoming Editorial Board meetings.

CBS NEWS

Office Communication

to: Mr. Paley cc: Mr. Mickelson

from: Edward R. Murrow October 21, 1958

I would like to suggest that something be done about your idea of last spring, namely, that we organize a series of old-fashioned, formal, face-to-face debates. The existing panel shows are diffuse, inconclusive and confusing. The interviewee demonstrates his evasive footwork and the interviewers, by training and instinct, vie with each other in an effort to produce the embarrassing question, regardless of whether it involves the sudden breaking off of a fruitful line of enquiry. For example, last Sunday on FACE THE NATION (Senators Smathers and Cooper) the show almost came alive when the two senators had at each other. At this point, the reporters became superfluous.

I think we could make capital of the fact that we are using this newest medium of communication in the service of one of our oldest forms of information and enlightenment. I would suggest the simplest possible set, with both men standing face-to-face (which might be a possible title for the show) with time limits strictly observed, evenly divided between affirmative, negative and rebuttal.

There is literally no limit to the propositions that might be debated. We could range all the way from "Resolved: that Red China be admitted to the United Nations" to "Resolved: that prize-fighting be abolished."

This old-fashioned device would give us a disciplined and coherent presentation of both sides in a given half-hour period, something which, so far as I know, is not now being done on any network. Moreover, this device would cause the participants to do a little homework, in order to present a lucid and coherent argument and then be prepared to defend it against counter-attack.

If we planned and promoted the first few debates properly, I would guess that there are few people in private or public life who would decline to participate.

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

October 20, 1958

It seems to me that once the elections are passed, both the administration and Congress will have to face up to the related problems of inflation, full employment and labor monopoly. Aside from everything else, the increased carrying charges on federal, state and municipal dollars will force a hard look. For this reason I am enclosing the Guaranty Trust's and the National City Bank's October monthly letters. Both of these treat the subject in some depth and I thought, for that reason, they might be of interest to you.

I am also sending along a couple of clippings from today's Wall Street Journal which, if nothing else, show the extent of public and journalistic awareness of the problem.

J.M.S.

Enclosures - 4

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Wall St Journal 10/20/58

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The Outlook

Appraisal of Current Trends In Business and Finance

A spirit of "new-era" optimism is making its appearance among some of the commentators on the business scene. This kind of optimism is not particularly widespread. But to the extent that it exists, it resembles the extremes of confidence which marked the late 1920's, and have marked other periods of unusual—and temporary—boom.

This spirit of high optimism is made up of several components. One is the belief in an unstoppable inflationary trend, combined with the secret, though unacknowledged, feeling that it's a good thing. The expectation of continuous inflation, of course, is based on the demonstrated inability of the Federal Government to keep out of the red. And the feeling that ever-rising prices are good is based on the experience of the last dozen or more years, in which an only briefly interrupted price rise has been accompanied by prosperity with only brief interruptions.

* * *

Another component is the strong uptrend in the population, which means in the long run increasing demand for goods. A third component—an increasingly important one—is the ability of the nation's business system to spring out of three recessions since World War II. The downturn of 1949 was followed months before the Korean war by an upturn which later achieved new highs, and likewise the downturn of 1954 was followed in 1955 and 1956 by new records in production and general business activity. Now, the nation is experiencing a recovery from the 1957-early 1958 recession.

This performance is held in some quarters to prove that the so-called "built-in stabilizers" are proving themselves to be more reliable than even their most ardent supporters expected. The stabilizers themselves, of course, are most impressive when listed, and also are in many cases of real value as cushions against the worst effects of downturns. They include monetary and credit controls; long-range planning and heavy research expenditures by big business; the general use of strict, regular amortization of consumer and real estate loans which thirty years ago were often allowed to remain outstanding in full until maturity, and governmental relief, social security and tax policies which soften the effects of recessions on incomes.

The idea that inflation of a steady, slow sort is a good thing is probably 100% wrong. Economic historians claim that the collapse of some ancient civilizations, including that of Rome, and the decline of Spain as a European power through the last three centuries, can be traced in good part to persistent, rapid monetary inflations. Whether that is so or not, it is clear that the long-term inflation of France's currency from the time of World War I until

big business; the general use of strict, regular amortization of consumer and real estate loans which thirty years ago were often allowed to remain outstanding in full until maturity, and governmental relief, social security and tax policies which soften the effects of recessions on incomes.

The idea that inflation of a steady, slow sort is a good thing is probably 100% wrong. Economic historians claim that the collapse of some ancient civilizations, including that of Rome, and the decline of Spain as a European power through the last three centuries, can be traced in good part to persistent, rapid monetary inflations. Whether that is so or not, it is clear that the long term inflation of France's currency from the time of World War I until today did that nation no particular good during most of the period; though it is true that during the latest ten years of the period French production and economic conditions have improved sharply. In other words, the French experience, as well as ours, suggests that persistent inflation is not a complete bar to economic improvement; but the French experience also suggests persistent inflation can be accompanied for many years by persistent poverty.

* * *

The idea that population growth guarantees continuous prosperity can be disposed of quickly. In no year back to 1790 does the population of the United States show a decrease from the year before. Even assuming these figures in the early days were not 100% reliable, they do prove a strong, steady uptrend, though the rate of increase has varied widely. Yet in spite of this 170-year gain the nation has suffered many depressions, a few of them severe.

Nor, finally, is the nation's success in recovering from three recent recessions as reassuring as it seems at first. One tends to forget that in the 1920's likewise there were three recessions, and that the subsequent sharp recoveries in those days also spread the gospel that the nation had entered a new era, free of depressions.

There was a sharp depression, of course, in 1920-21, which is pretty widely remembered. But there was also in 1924 a recession of about the severity of 1949. And in 1927 there was another mild recession, similar to that of 1954 though not as deep as that of the past year.

Thus, the experience of recent years does not differ as much from that of the 1920's as is sometimes thought. It is true that the stabilizers probably do help. Some of them prevent certain economic indicators, such as personal income, from declining as sharply when industrial production falls as they used to. The result is that consumption of soft goods probably holds up better than it would otherwise.

But durable goods production can fall hard. Steel operations this spring slid off to around 50% of capacity, from 100% just a year earlier. Automobile production this year threatens to be less than 60% of what it was in 1955. Plant and equipment spending, in spite of increased costs, is at a dollar rate more than 20% below the 1957 peak, and although it seems to have leveled off there is no sign that it will turn up next year.

* * *

None of this is intended to forecast another crash like that of 1929-32. Nor is it intended to deny the prospect of continued recovery the rest of this year and next year. On the contrary, the trend to recovery seems clear, and the fact that the auto industry has suffered a three year decline suggests it may be about to enjoy a sharp upturn similar to that of the housing industry this year after its three years of downtrend. If so, it would give further impetus to the general advance now under way.

But there is here the intention to warn against the easy assumption that all basic economic problems have been solved. The most serious economic error into which any free system can fall is that of general overenthusiasm, bringing excess capacity, excessive stocks of goods and excessive, unmanageable debt. The successes of recent years are probably in part ascribable to widespread caution, to a tendency among business men to protect themselves against the dangers of recession. That's the safe road also for the future.

GEORGE SHEA

Wall Street Journal 10/10/58

Industrialists Call Union Power, Inflation Biggest Threats to Business

Most of Group See Recovery Continuing; Capital Outlays an "Uncertain Area"

BY JOHN A. GRIMES
Staff Reporter of THE WALL STREET JOURNAL

HOT SPRINGS, Va.—A group of the nation's top industrialists believe the growing economic and political power of labor unions and inflation pose the biggest threats to business.

The approximately 80 members of the Commerce Department's Business Advisory Council came to a three-day fall session here already convinced that the business recovery was solidly underway and would continue well into next year. The meeting, conducted behind closed doors, apparently confirmed this.

But it was evident the business chiefs, believing that the recession was now safely behind them, were becoming more and more concerned with what they think are the interrelated problems of union power and inflation.

The subject of unions' alleged powers was placed before the B.A.C. meeting by Ralph Cordiner, president of General Electric Co. and head of the group's labor policy committee. In a "secret" document, which became available to newsmen, Mr. Cordiner declared that "compulsory membership . . . yields a monopoly of the labor market (and) is the source of the economic power of union officials."

The GE president assailed the A.F.L.-C.I.O. as "the most aggressive and successful force in politics, actually equaling—if not by next month exceeding—the political power of all other groups and individuals combined."

He warned that union supporters in Congress are likely to be in the majority after next month's election and that "this imbalance . . . is principally in the hands of union officials who put forward ideologies and proposals which result in inflation, concentration of power in central government, damage to progress and withering of freedom."

In informal conversations with newsmen, many members asserted increased union economic and political power would lead to annual wage increases that would push up business costs and lead to an inflationary wage-price spiral.

"Look, if the opposition gets the upper hand, you might not have a business," one industrialist remarked.

Said another: "Union monopoly power and inflation; those are our two biggest problems."

Concern over inflation was a central thought in the minds of the business leaders—"A lot of us are concerned over the cost of doing business next year," said one top company official.

Some Government officials who talked to the group said they believed inflation is not yet present, but they did not deny that inflationary pressures pose a threat for the future.

The officials, it's understood, told the group that economic facts do not bear out fears that inflation is already present in the economy. They argued that "inflationary phychosis" now evident exists mainly in financial markets. About the future, the Government officials claimed they would strongly resist an upward price spiral or other evidence that inflation was sitting in, but did not spell out a specific program for fighting these trends.

Among Government officials who spoke before the group were Raymond J. Saulnier, chairman of President Eisenhower's Council of Economic Advisers, Treasury Undersecretary Julian Baird, and Federal Reserve Board Vice Chairman C. Canby Balderston.

The business chiefs also heard in their closed door sessions:

A majority of the group's economic specialists express the belief that business would continue on upward well into 1959, with two uncertain areas of business next year, housing and business spending for plant and equipment.

Predictions that the inventory liquidation which has been going on will probably end about the turn of the year, giving an added thrust to the economy.

A forecast by Commerce Secretary Weeks that unemployment in October might drop another 600,000—matching the mid-September decline.

It was evident the stock market rise troubled some of the B.A.C. members.

"It's very dangerous," remarked one financial authority. "Stocks are 50 times earnings; it doesn't make sense."

T.V. Houser, chairman of the group's economic policy committee and retired chairman of Sears, Roebuck & Co., told newsmen the general judgment of the members expressed in the closed meetings "varied from a levelling off in business activity to continued strength" through the rest of this year and well into next. He added that "the preponderance" of the members thought the recovery was solidly underway and would continue upward at a good pace. Commerce Secretary Weeks said he thought the gross national product, the value of all goods and services, would hit an annual rate of $450 billion in the fourth quarter and continue on upward from there in 1959.

It was learned Mr. Houser's group forecast a national output of about $480 billion by mid-1959 or later.

Mr. Houser noted that one of the important economic factors in the coming months will be what happens to inventories. The general assumption was that the liquidation would stop by about the turn of the year, "thus lessening the amount of declining elements in the economy and turning into a plus factor."

Two uncertain areas, Mr. Houser reported, are housing and capital spending by business. The "artificial stimulus" to housing provided by the Government as an anti-recession force has run its course, so the question is whether any added stimulus can be expected from this area.

While the Commerce Department recently reported that businessmen planned to step up capital spending in the fourth quarter of this year, "capital appropriations by business don't yet bear this out," he said.

"This is a potential source of strength," he summed up, "but an uncertain area."

Mr. Houser and Mr. Weeks contended that prices would remain "reasonably stable" for perhaps the next six months.

Mr. Weeks said he "commented on" the desirability of tax reform before the group, adding that changes in business depreciation and a manufacturers excise tax were two things he would like to see done. But he said he "couldn't speculate" on what the Administration would do—if anything—on tax reform.

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Guaranty Trust Company of New York

October 1958—Vol. XXXVIII, No. 6

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The New Monopoly Problem

THE slowness with which political institutions adapt themselves to changes in the conditions with which they are supposed to deal has seldom been better illustrated than in recent months. The McClellan committee has drawn public attention to a concentration of economic power in labor unions, to abuses of that power, and to a struggle for extension of that power that are reminiscent of the machinations of the Nineteenth Century's industrial and railroad "barons." The effects of the "wage-price spiral" have persisted throughout the period of business recession, and the extraordinary behavior of security markets has been interpreted by monetary authorities as reflecting a distrust of currency such as has rarely been witnessed in the United States.

Yet Congress has failed to deal with even the most glaring abuses revealed by the McClellan hearings, and it has shown no disposition whatever to seek a remedy for the inflationary bias which monopolistic labor practices have introduced into the economy. It is not strange that thoughtful citizens are demanding a thorough re-examination of the whole philosophy and structure of our labor laws.

The Original Idea

These laws were passed at a time when no one dreamed that organized labor could ever attain such a position as it enjoys today. Industrial workers were thought of as underprivileged members of the population. Their inferior position was attributed to their inequality of bargaining power—to the view that an individual worker was at a hopeless disadvantage in negotiating with an employer whose payroll might include hundreds or thousands of persons. Hence it was deemed desirable to protect and encourage workers in their efforts to form organizations to represent them in bargaining over wage rates and working conditions.

To implement this philosophy, legislation and administrative and judicial policy became progressively more favorable in their treatment of labor unions. The Sherman act of 1890, the original antitrust law, was held not to apply to a combination

of wage earners to secure better wages and working conditions for themselves. The Clayton act of 1914 went much further, declaring that "the labor of a human being is not a commodity or article of commerce. Nothing contained in the antitrust laws shall be construed to forbid the existence and operation of labor . . . organizations, . . . or to forbid or restrain individual members of such organizations from lawfully carrying out the legitimate objects thereof; nor shall such organizations, or the members thereof, be held or construed to be illegal combinations or conspiracies in restraint of trade under the antitrust laws."

Union Privileges and Immunities

Even this, however, came to be regarded as giving labor organizations insufficient immunity. The Norris-LaGuardia act of 1932 outlawed contracts involving a promise not to join a labor organization, forbade Federal courts to issue injunctions against numerous union practices, and exempted unions from responsibility for acts of their agents performed within the scope of the agents' authority but not actually authorized or ratified by the union.

Legislative protection of unionism reached its high-water mark under the Wagner act of 1935, which was based on the proposition that "protection by law of the right of employees to organize and bargain collectively safeguards commerce from injury, impairment or interruption." Under this law, collective bargaining ceased to be a matter of mutual agreement and became a legal obligation under specified conditions. The Taft-Hartley act of 1947 retained the essential framework of the Wagner act but introduced certain changes designed to equalize the position of labor and management with respect to "unfair practices" as defined by the law and with respect to liability for breach of contract, although the extent to which these aims, especially the latter, have been achieved is very doubtful.

The specific exemption of labor organizations from the antitrust laws is only one of several categories of immunity which they enjoy. Dean Roscoe Pound has listed seven areas in which unions have complete or nearly complete immunity: (a) commission of torts (civil wrongs), (b) sanctity of contracts, (c) restraint of trade, (d) obligations of essential public services, (e) the right to work, (f) racketeering, and (g) centralized power and irresponsibility. These immunities, according to Dean Pound, rest upon four features of law developed within the past generation:

(1) The avoidance by unions of the methods used to enforce law against others.

(2) The refusal of unions to become legally responsible organizations through incorporation.

(3) The failure to distinguish between acts performed in the employer-employee relation and unlawful acts performed outside that relation.

(4) The practice of referring all matters affecting labor organizations to an administrative agency, whether or not such matters are concerned with the employer-employee relation.

The Labor Revolution

Under this protection and these immunities, the position of labor organizations has been literally revolutionized within the last twenty-five years. No longer are union members to be numbered among the underprivileged. No longer do wage earners struggle for equality of bargaining power by organizing themselves. The organizing is now done by professionals sent in by outsiders seeking to extend their power and their revenue by selling their services to workers in the plant. If these professional organizers succeed in gaining the support of a majority of the workers, the others also can be forced to accept and pay for the union's services whether they wish to do so or not, except in States that have enacted laws prohibiting compulsory unionism. The employer is forced to bargain not with the workers in his own plant but with representatives of a labor organization that may be national or international in scope, that may cover the whole industry and perhaps other industries as well, and that may have vast financial resources at its disposal. It is now employers who are struggling for equality of bargaining power.

As for the underprivileged, they are to be found among the consumers whose cost of living is forced higher and higher by successive rounds of wage increases followed, as they must be, by higher prices for the products. In particular, the underprivileged are to be found among pensioners, beneficiaries of trust funds and life-insurance policies, retired persons living on their life savings, and other receivers of fixed incomes who are helpless against the steady advance of prices.

The idea of a labor union as an association spontaneously formed by individual employees to equalize their bargaining power and protect themselves from exploitation by a powerful employer is as obsolete as the horsecar. Today's typical union is a big business dealing in labor and selling its services to those who can be induced or forced to buy them. Like other organizations, it seeks constantly to expand the scope of its operations, its power, and its income. And it works, for the most part, outside the laws that govern the activities of individuals and organizations in general.

In a word, the problem of monopoly, which was wisely dealt with by Congress two-thirds of a century ago, has reappeared in a form quite as threatening as that in which it appeared in the latter part of the Nineteenth Century, and in some respects more so. Then it was capital monopoly; now it is labor monopoly. The effect is the same: monopoly prices. And the victim is the same: the consumer.

There are several ways in which labor monopoly represents a greater threat to the continuing welfare of a free economy than capital monopoly ever did. For one thing, it is more far-reaching, because labor is by far the most important element in cost and hence in price. No industrial combination ever gave the most remote sign of attaining the economic power that is wielded by today's unified labor movement. To this economic power must be added political power, because organized labor represents many votes and because most political thinking on labor problems is still colored and befogged by the outdated concept of the downtrodden workingman. Most important of all, experience has shown that labor monopoly, working in conjunction with other restraints on free competitive markets, is gradually undermining the value of money, a process which, unless curbed, can eventually destroy not only economic welfare but national security as well.

Corrective legislation is urgently needed, legislation as sweeping in character as were the original antitrust laws. To make labor organizations subject to the antitrust laws—that is, to abolish their specific immunity to these laws, as has been frequently recommended—is probably too simple a solution. The antitrust laws were designed to deal with a situation that existed many decades ago, not with the situation that exists today. If labor organizations are to be made subject to the antitrust laws, their obligations and liabilities under these laws need to be spelled out.

The requirements of collective bargaining, which is the avowed purpose of labor organizations, would be met by limiting the labor organization to the employees of one employer. It does not necessarily follow, however, that this would be the best solution in all cases. Employer-employee relations differ widely in different industries, and different types of organization may be needed to handle them.

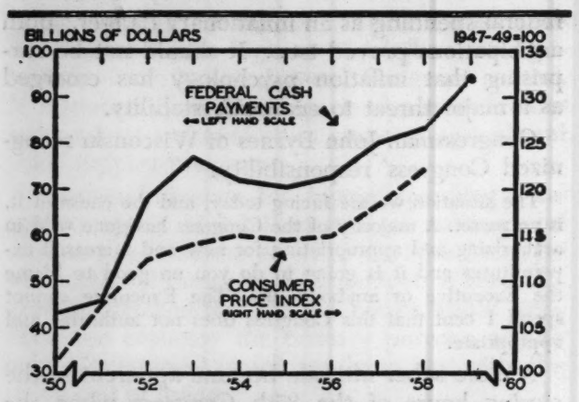
Yet the basic requirement is clear. What is needed is a new body of labor law based on the recognition that the supplying of labor to industry has become a business—next to government, the biggest business in the economy. Like other businesses, it must be kept competitive if the economy is to remain free. For no legislative enactment can alter the fact that labor is the most important of all "articles of commerce," the largest factor of production, and the chief component of price. It cannot be permitted to fall into the hands of monopolists without striking at the very foundations of free institutions.

Business and Financial Conditions

The recovery movement is gaining strength and seems to have a very good chance of continuing for an extended period.

As the economy moves into the mid-stages of the autumn period, the principal stimulating factors which sparked the uptrend—larger Federal spending, the housing revival, and the change in business inventory policies—still seem far from being exhausted. In addition, there now appears a possibility that the decline in spending for capital goods may soon be reversed. Thus, if consumer interest in automobiles is also renewed, there could occur a confluence of positive forces that would render the pace of revival surprisingly brisk.

Although official figures are not yet available, indications are that the annual rate of gross national product went up by about $10 billion in the third quarter, seasonally adjusted. This is a very encouraging gain, especially since it was



Federal Cash Payments and the Consumer Price Index Fiscal Years ended June 30, 1950 - 59

back the cost of living in the face of the new peak in federal cash outlays. But this can be only a temporary influence if a check is not placed on government expenditures. The option of levying taxes, ironically, would likely put additional upward pressure on prices and wage demands.

Congressman Wilbur D. Mills, Chairman of the House Ways and Means Committee, fears that the budget:

> . . . could let loose inflationary pressures that in turn will be emulated by business and labor. The result could be that during the course of the next several years we will see rises in prices such as we have not seen in peacetime.

In the words of Congressman Byrnes of Wisconsin:

> . . . this fiscal situation is beyond the point where it can be brushed off lightly. It is time, if this economy of ours, if our whole political system is to survive, that Members of Congress demonstrate the highest order of statesmanship in meeting these issues.

A New Retrenchment?

President Eisenhower gave a strong lead for a return to economy in his August 28 press conference. He stressed that his first objective is:

> . . . getting down these deficits and keeping our money sound so that America can have a good, healthy, thriving, progressive economy.
>
> . . . I am going to take each one of the major expenditures, study it and see whether it can be, to the benefit of America, diminished.

Emphasizing the firmness of his purpose the President vetoed a $280 million 4-year program of federal aid to depressed areas, a $437 million bill expanding federal aid for airport construction over the next four years, and rejected Congressional attempts to vote $589 million he had not requested to the Civil Service retirement fund.

On September 10, Budget Director Stans, acting on President Eisenhower's orders, sent a letter to the heads of all government agencies directing them to make a 2 per cent reduction in the 2.4 million federal work force by leaving vacancies unfilled and avoiding the creation of new positions. This could save about $200 million a year.

On September 11, when the revised fiscal '59 budget estimates were released the Administration revealed that it would freeze $1,170 million in defense funds that Congress had voted above the President's requests. The decision does not deny essential needs but courageously backs up Defense Secretary Neil H. McElroy's contention that: "There is a point, however, beyond which gambling huge sums on untried weapons would be foolhardy—would, in fact, endanger the economic, and even the military, security of the country."

The next step the Pentagon wants to take—an even harder one—is to curtail or eliminate duplicate airplane and missile development and production programs which have been tried and found wanting. This is essential if we want to concentrate on the most effective weapons but, according to *The New York Times*, the task is being "tremendously complicated by political and economic factors and by pressure groups. Aircraft and missile manufacturers and politicians from the areas concerned by possible contract cancellations or closing of defense installations already have brought great pressure upon the Pentagon and the Administration . . ."

It will take all that the President and Congress can do to keep federal spending in check.

The renewed concern in Washington about the upward trend of spending is a good omen. In fiscal '53-55, when there was determination to get federal taxes down, the budget was cut from $74.3 billion to $64.6 billion. It was in the years following '55, when zeal for economy lessened, that the upturn in spending was renewed.

The goal of a new retrenchment is worth the effort: money that people can trust, a sound federal fiscal structure, an honest tax system, and an economy prepared for any eventuality. Indeed, if we are to face up to the responsibilities of world leadership there is no alternative.

Full Employment and Stable Money — A British View

Responsibility for the protracted currency disorders that have plagued the Western world for almost a quarter of a century lies basically in the determined and persistent attempts on the part of people and governments to spend in excess of what is being produced.

The main factors behind this continuing crisis of our times have been analyzed this year in two reports by the British Council on Prices, Productivity, and Incomes — the Cohen Council. Although dealing with specific conditions and problems of Great Britain, they contain much that applies to other countries, including the United States. Most important, the Council takes on the problem of how a nation can make maximum use of its labor force while at the same time preserving the value of its currency.

The twin goals of full employment and stable money have proved elusive — here as well as abroad. Nations have been successful in maintaining conditions in which jobs are abundant, but they have failed to prevent rising prices.

In this country there are some, like Professor Sumner Slichter of Harvard, who believe that the two goals are incompatible. Labor unions will make full use of the bargaining powers that full employment confers on them to force wages up faster than gains in labor productivity and thus push up costs and prices. On the other hand, Arthur F. Burns, President of the National Bureau of Economic Research, believes that "reasonably" full employment and "reasonably" stable prices can be reconciled.

Whoever proves to be right, the issue promises to continue to be a critical one — the subject of much private research and study and of considerable concern to the Administration as well as to the Congress. Thus, the Committee for Economic Development's recently formed National Commission on Money and Credit will consider, as part of its broad inquiry, whether the objectives of economic growth, sustained high employment and production, and prevention of steadily advancing prices "are consistent with one another."

Treasury Secretary Anderson stressed late last month that, while the Government does have a responsibility to provide "maximum employment," it is equally important that "we accept . . . the principle of the integrity of money." The most recent indication of Congressional interest in the problem is the announcement in mid-September that a House-Senate Economic Subcommittee, headed by Congressman Wright Patman of Texas, is canvassing some 1,500 university economists as to whether maximum employment and price stability can be maintained "and, if not, which should have priority."

The Cohen Council

It is doubtful if any simple count of ballots can settle the question. Economists who have studied the matter express innumerable shades of view. In any case, a better approach is to give the task to a council of experienced, judicious men with time to ponder, exchange views, and reach a common judgment.

The Cohen Council was appointed by the British Government in August 1957 "to keep under review changes in prices, productivity, and the level of incomes (including wages, salaries, and profits) and to report thereon from time to time."

It has as its Chairman Lord Cohen, a judge, who was the first Chairman of the Royal Commission on the Taxation of Profits. The other two members are Sir Harold Hewitt, a past president of the Institute of Chartered Accountants, and Sir Dennis Robertson, lately retired professor of political economy at Cambridge University.

In its first report, published last February, the Council dealt with postwar inflation generally. The second report, issued in August, concentrates on trends in prices, productivity, and incomes this year. It concludes that the dangers of inflation still exist and that the Government should therefore exercise caution in embarking upon an expansionist monetary policy.

The Council has incurred the disapproval of the labor unions and the Labor Party. In general, however, its reports are widely regarded as a sober analysis of some of the most urgent and disquieting problems that Britain faces today.

Diagnosis of Economic Ills

In reviewing the factors behind the postwar inflation, the Council found in its first report that the main cause was "an abnormally high level of demand for goods and services in general, maintained for an abnormally long stretch of time." This seemingly intractable demand was assisted above all by two circumstances — excessive liquidity associated with monetary ease during much of the postwar period, and the Government's commitment to "full employment." This commitment not only influenced the rise of government expenditures, but was taken by business men "as a signal that there would be no general drying up of the demand for their products." The high level of world demand, itself largely a reflection of "full employment" policies in other countries, further increased the pressures in an export economy like Britain's.

In this environment of buoyant demand and monetary expansion, wages were continually pushed up. The Council emphasized, however, that a necessary condition for successful demands for higher wages (or increases in other incomes) is that employers have the financial means to pay them and are thus able to maintain the pressure of their demand for labor. Wages and prices cannot be restrained, and industrial efficiency can-

not be maintained, if there are more job openings than job seekers.

For these and other reasons, the Council noted last February that Britain ought not be concerned about a check to production that would necessarily follow "damping down of demand":

> . . . Excessive demand cannot be restrained if at the same time it is sought to wring the last ounce of output out of a given constellation of human and material resources. In an over-extended economy it is to be expected that a moderate contraction of demand will tend to eliminate the most costly units of output, thus diminishing the total flow of money incomes by more than it diminishes the total flow of output, which is, of course, from the "disinflationary" standpoint, the right result. . . .
>
> But further there seems every reason to hope that by facilitating a smoother flow of work and a better organization of labour, and transmitting a pressure towards greater efficiency of management, the less congested condition of demand will also bring it about that the loss of output proves to be no more than temporary. . . .

"Inflation Not Killed"

The measures to dampen down demand taken by the British authorities in September 1957, under the pressure of a sterling crisis that threatened exhaustion of its international reserves, included an increase in the official discount rate to 7 per cent – the highest since 1921, the establishment of ceilings on commercial bank advances, a further tightening of controls over new capital issues, and cuts in government outlays.

These restrictive measures worked well, according to the second Cohen report. First, restrictions on home demand tended to reduce imports and encourage exports and helped to restore foreign confidence in the pound, which brought about a sharp improvement in Britain's gold and dollar reserves. Second, there was an improvement at home – "though a less definite one" – as the rise in retail prices subsided. And third, incomes were rising more slowly.

The report concedes that national output has increased but little, and industrial production has fallen slightly; there has also been a small rise in unemployment. But the gains from the restrictive monetary policy – a stronger balance of payments and a better trend in prices – are greater than the cost of some rise in unemployment and a check to production. "Our general judgment, in short, is that the policies of damping down demand have worked to an extent that fully justifies their adoption."

Today the British economy is working somewhat below its productive capacity; and the authorities have taken a number of measures to encourage a revival of demand, including reductions in the discount rate to 4½ per cent, a loosening of controls over commercial bank credit and capital issues, and a lifting of the ceilings placed on commercial bank loans. But, in the Council's opinion, the degree to which demand can be raised without running into bottlenecks and raising labor costs is quite small.

The second report sums up:

> The dangers of inflation have only been scotched, not killed, by the slackening of tempo in the last twelve months. We must not suppose that we have solved the problem of getting the growth of incomes into line with that of productivity, merely because in the year 1958 increases in income look like being distinctly lower than in previous years.
>
> Our balance of payments is in a healthy state, and our foreign exchange reserves have been rising very satisfactorily: but neither of these conditions is bound to last. Past experience suggests that any substantial revival of demand may well be accompanied by renewed threats to price stability to the balance of payments and the gold and dollar reserves.

The Longer View

Looking farther ahead, the Council squarely faces the basic issue arising "from the conflict of two main objectives of economic policy – full utilization of the national resources of labour and capital, on the one hand, and stable prices on the other."

Throughout the postwar years, Britain has experienced "over-employment" – more jobs than workers to fill them. British unemployment has averaged less than 2 per cent of the labor force (as against more than 4 per cent in the U.S.). It has also suffered a serious inflation: in the decade 1947-57, the pound sterling lost internal buying power at a compound annual rate of 4.7 per cent. Interest rates required to attract buyers of government bonds naturally have risen sharply.

The Cohen Council found that the Government "cannot afford" to allow the pressure of demand for goods and for labor to "rise to the peak levels of the past if it wishes to avert price inflation."

Noting that this advice will remain valid "for as far ahead as it is useful to look," it went on to observe that if peak levels of demand are avoided "it can hardly be expected that the average level of unemployment over a period of years will be quite so low as in the last decade."

The problem of local concentrations of unemployment is likely to become "somewhat more serious" – all the more so since the direct cause of these pockets is often some change in the structure of industry, not itself connected with the level of over-all demand. The policy of "bringing work to the workers" has "definite limits" as long as the Government rules out "extravagantly wasteful methods."

Turning to wages and salaries, the Council emphasized that the relatively low level of increases — by some 3½ per cent so far this year — should be regarded as a stage in the process of getting the wage trend better into line with the trend of output per worker:

> . . . It would be very wrong to suppose that this was an exceptional year after which we could cheerfully return to the happy days when annual wage increases typically ran at the rate of 5 per cent, 6 per cent or 7 per cent. Indeed the contrary is the case: next year, such wage increases as are granted should be lower than this year's.
>
> For annual increases in wages of 3½ per cent are not merely higher than the *present* rate of productivity increase: they are higher than any rate of productivity increase which can reasonably be forecast over any long period of future years. It is virtually certain that a continuance of wage increases on this scale year after year would lead to a resumption of price inflation.

This prospect is not, however, "so depressing as might at first appear." This year's wage increases have come after a period when retail prices were rising at the annual rate of more than 4½ per cent. Most of them therefore barely restored the real income of the workers and many of them fell short of it. A lack of full compensation is "a necessary first step" in the process of ending the slide in the value of money, the Council said, and added that there are "considerable advantages to be gained, even by the workers themselves, from accepting it."

The Council explained that this year real progress has been made in checking inflation, and next year wage negotiators are likely to look back on a period of more stable prices than heretofore. Any wage increase next year may be less, in money terms, than this year, and yet mean a real advance in workers' purchasing power for goods and services.

The second report also deals with profit margins and their impact on prices. If the pressure of demand is just enough to ensure high employment but not enough to cause widespread shortages of goods and services, experience suggests that no independent push toward an inflation of the general level of prices will come from the side of profits, according to the Council.

Lessons for the U.S.

The Cohen Council has done a remarkable job in helping clarify some of the crucial issues bearing on the problem of economic re-expansion consistent with reasonable price stability. Among these issues, three call for particularly close attention at this juncture:

First, with the productive capacity of the economy somewhat underemployed, it is right that policy should aim at an expansion of demand, but

> . . . it must proceed gradually and with caution towards that end. The dangers of recession are not so drastic and so imminent, nor those of inflation so remote, as to justify a policy of all-out encouragement of expenditure.

Second, even if a re-emergence of the pressure of demand equal to that of the earlier years is effectively prevented, it will be necessary to restrain wages in order to ensure over-all price stability. The reason for this is that the growth of productivity varies among different lines of production. If firms and industries in which the growth of productivity is slower should increase wages and other incomes as much as those where the growth is faster, there would be a continuing tendency for costs and prices to rise. It is essential, therefore, that the growth of productivity in the rapidly progressing industries should yield lower prices for the benefit of consumers as well as higher wages for the workers employed.

And, finally, the objective should be to stop inflation, not merely moderate its course. Rejecting the idea of a 2 or 3 per cent annual increase in the price level, along with all schemes for "protection" against this rise — e.g., tying wages, salaries, pensions, and loans to a cost of living index — the Council stated in its first report:

> At the best, the operation of a double standard of value of this kind would be a cumbrous and inefficient way of conducting affairs. But the most important result is likely to be that the upward movement of prices would cease to be slow.
>
> At present the groups which are in a strong strategic position derive gains corresponding to the losses of the weaker groups. As the losses were diminished, the attempt to preserve the gains would tend to speed up the whole inflationary process. The final result might well be a situation so disastrous that a remedy would have to be sought at all costs, including perhaps heavy unemployment and distress.

In other words, there is no choice between full employment and stable prices, but only a choice between stable prices and accelerated inflation jeopardizing the security of everyone.

As Federal Reserve Board Governor M. S. Szymczak noted in a speech before the Washington chapter of the National Association of Accountants September 17:

> The hardest, most tragic way to prove the folly of the notion that there can be any such thing as "permanent inflation" is to let a little inflation snowball into a big one that must in time collapse with consequences heavy in human hardship.
>
> The . . . more sensible way is to pursue a course that will make for a sound, stable dollar, and thus overcome expectations of inflation by demonstrating they are groundless.

CBS TELEVISION

Office Communication

to: Mr. Ed Ryan

cc: Messrs. Murrow & Zousmer

from: Paul A. Rosen

October 8, 1958

For services rendered in connection with the PERSON TO PERSON program of September 26, 1958, please issue special check in the full amount of $250 to Mrs. Irene Szarzynski, RFD No.1, Uncasville, Conn.

When prepared, this check should be forwarded toMr. Zousmer in the PERSON TO PERSON office for transmission to Mrs. Szarzynski.

P. A. R.

PAR:jr

565

Pgm. Opns.

CBS NEWS

Office Communication

to: Mr. Wefing

from: Kay Campbell

cc: Messrs. Hopkins, Davis, Salline, Teicher and Martin

October 8, 1958

For your information, Edward R. Murrow will originate his 7:45 radio news program from WBBM, Chicago on Wednesday, October 15.

Opening, middle weather and close from New York.

CBS TELEVISION

Office Communication

to: Mr. Ed Bunker

cc: Mr. E. R. Murrow

from: Paul A. Rosen

October 6, 1958

I am attaching a letter from Mr. Roy V. Smith of WKRD Television in which a request is made for permission to broadcast SMALL WORLD over the facilities of KTVA and KTVF in Alaska. Also attached is Mr. Murrow's memorandum to me of September 26, 1958, in which he indicates that he has no objections to such a release.

We would appreciate it if you would follow through in respect of this enquiry, and keep us advised.

Many thanks.

P. A. R.

PAR:jr
Att.

565

Rosen, Paul

CBS NEWS

Office Communication

to: Paul Rosen

from: Edward R. Murrow

September 26, 1958

I believe you were good enough to arrange for the distribution of PERSON TO PERSON in Alaska. If you care to act on the attached request, it is alright with me.

(WEED TV - Roy Smith - Sept. 23 letter att.)

CBS NEWS

Office Communication

to: Beryl Reubens

from: Sheila Hogg (Mr. Murrow's secretary) September 19, 1958

I gave Mr. Murrow your memo and mentioned that you would like as definite an answer as possible.

He asked me to tell you that he would do what he could to see these writers, but asked you to bear in mind the fact that he is working a seven day week and will not be able to see them all. Is there some way you could sift them out a bit? What may happen is that we will set up an appointment and then Mr. Murrow will have to go off somewhere (for instance, there is a possibility of his going to Washington "some time in the next few weeks"). If you can explain this possibility to the people concerned, it might avoid hurt feelings.

I confirm that we have set up dates for Mr. Kirkley at 11:30 a.m. Wednesday, 24th September, and for Mr. Kubacik at 3:00 p.m. on Monday, 29th September. Also a picture date for Mr. Murrow on Thursday, 25th September, at 3:00 p.m.

I will let you know if there are any changes.

M E M O

To : Edward R. Murrow cc: Fred Friendly

From: Beryl Reubens

re: Publicity on "Small World"

Seven years ago Dorothy Leffler and myself hounded you mercilessly for interviews and interviews because a great new series was aborning. Today, the cast is the same: only the play and the year have been changed.

Understandably, there is, should be and will be, great interest in the debut of another great new series by Murrow and Friendly. Our out-of-town editor, George Ettinger, is already getting requests for interviews with you, and he hasn't started to put the pressure on.

It would be extremely helpful to us in our job of sounding the publicity tocsin to know how you feel about these requests which should come in increasing numbers for the next two months. There are interviews with local metropolitan newspapers, with visiting firemen from out-of-town, telephone interviews, interviews with syndicated writers and interviews with magazine writers.

Of course, I can'tv guarantee to produce all of these requests, but it is logical to assume that many will materialize. Could you indicate at this time whether you will have both the inclination and the time to grant a number of these?

Where possible, we will see if the writer would like to interview Fred on the stunning logistics of the show. However, we must realize that in many cases they will be motivated by a genuine desire to meet you and an equally genuine conviction on their part that their readers wish to be informed more about the on-screen Murrow than the behind-the-screen Friendly.

As of now, I have three requests:

Ray Knight, Jacksonville, Fla. "Journal"...Mon. or Tues. aft, 9/22 or 9/23

Don Kirkley, BALTIMORE SUN.....any day Tues. thru Fri. 9/23-9/26

Ben Kubacik, NEWSDAY.....Mon., 9/29 or Tues. 9/30

Also, we have great need for color art on you and would like again to arrange a sitting in our photo studio at your earliest convenience.

OK

Frankly, we may have one or two other photo ideas which would involve a small portion of your time. Plus additional interviews.

How say you, Sire?

Beryl Reubens

12 - 13 - 72 in 6 [illegible]

Prog. Business Documentaries

AUGUST 8, 1958

PRESS
COLBROSYS
PARIS

SCHOENBRUN FOR MCCLURE FRIENDLY SAYS WILL ADVISE DECISION ON POLAND SUGGESTION NEXT WEEK BUT FEEL LATE AUGUST AND ALL SEPTEMBER WILL BE DEVOTED TO SMALL WORLD AND MOST IMPORTANT SW GETS OFF WITH BANG INFORMATIVELY WEEKENDING LENOX WILL CALL YOU TUESDAY MOTOR SHIPPED PARISWARD VIA AF 070/7 WAYBILL 4978670

REGARDS

BURKE

514-182-510

M

No answers

Call Palmer Williams at

RECEIVED

1956 AUG -7 PM 6:52

CBS TELETYPE ROOM N.Y

Call Ed Jones at TR 5-4305

Call Fred Friendly PL 8-5943

NP1 CDU032 41/39 PD INTL

ZP PARIS VIA WUCABLES 7 2147

CBSINC (COLUMBIA BROADCASTING SYSTEM INC)

NYK (485 MADISON AVE)

BURKE PROFRIENDLY RECABLE COULDNT WE USE TWO MONTHS PRIOR SMALL WORLD PREMIER SHOOTING DOCUMENTARY LIKE POLAND STOP JOE WECHSBERGS LATEST NEWYORKER PIECE SUGGESTS EXCELLENT MATERIAL STOP ADVISE SHIPPING DETAILS SNCH MOTOR STOP REACHABLE COLBROSYS

PARIS REGARDS

MCCLURE

Friendly informed

F.F.P.E

SNCH PER COPY.

543PMEST.

Rathbwald

Pgm Opns.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Wefing

cc: Messrs. Hopkins, Davis, Salline, Teicher and Martin

from: Kay Campbell

June 17, 1958

This is to inform you that Mr. Murrow will originate his 7:45 p.m. radio news from New York on Wednesday, June 18th instead of from Pawling as previously stated.

K. C.

7:45

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

WILLIAM A. SCHUDT, JR.
Vice President
In Charge of Affiliate Relations

June 13, 1958

Dear Mr. Rothfuss:

We appreciate your interest in Edward R. Murrow's Ford Road Show carried over the CBS Radio network nightly at 7:45 PM, New York Time. We are aware that our affiliate in Kalamazoo, WKZO, carries certain nighttime games of the Detroit Tigers which do interfere with our regularly scheduled network programs. However, since you say in your letter that you have a good radio set and have no difficulty in getting many stations, I would suggest that you try to pick up the Edward R. Murrow programs directly from our Chicago station, WBBM, on 780 kilocycles. WBBM carries the Murrow shows at their regularly scheduled times without interruptions of any kind.

I hope this will work out for you, and, again, thank you for writing us and for your interest in Mr. Murrow and the CBS Radio network.

Sincerely,

WS

hms

Mr. Hermann E. Rothfuss
1830 Grand Avenue, W.
Kalamazoo, Michigan

BC: Edward R. Murrow ✓

Pgm. Opns.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Wefing

from: Kay Campbell

cc: Messrs. Hopkins, Davis, Salline, Teicher & Martin

June 10, 1958

For your information, Edward R. Murrow will originate his 7:45 radio news program from Pawling, New York on Monday, June 16th, Tuesday, June 17th and Wednesday, June 18th. Commercials will be from New York.

K.C.

Programs Approved

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: CBS NEWS STAFF

from: John F. Day

March 26, 1958

As you know, our current cut-in fee schedule is a rather complicated one that grew up over a period of years. In an effort to simplify it and to eliminate some discrepancies and inequities, we will put into effect the following schedule on April 1, 1958:

RATE SCHEDULE - CUT-IN FEES

	TELEVISION	
Commercial or Co-Op Programs	Staff	Stringer
Live, Tape or SOF	$50.	$50.
Repeat of Live	25.	25.
Sustaining Programs		
Live	None	25.
SOF	25.	25.

	RADIO	
Commercial or Co-Op Programs	Staff	Stringer
Live, Tape or Standby	$ 25.	$25.
Cabled Material	None	15.
Sustaining Programs		
Live, Tape or Standby	None	25.
Cabled Material	None	15.
E. R. Murrow and the News		
Live or Tape	50.	50.
Standby or Cabled Material	25.	25.

JFD

jfd/jp

Rosen

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Paul Rosen

from: Edward R. Murrow

March 19, 1958

I think this is something you should handle. I see no reason why you should not make available to them the as-broadcast text of Truman. Obviously we could not supply them with text that has not been aired.

fc

E.R.M.

THE PRESIDENTIAL LIST

MURROW SHOW

Tuesday, May 25 ..... NORMAN THOMAS ..... New York

Thursday, May 27..... ROBERT TAFT ..... Washington

Friday, May 28..... HAROLD STASSEN ..... New York

Wednesday,June 2 ..... EARL WARREN ..... Sacramento

Thursday, June 3..... HENRY WALLACE ..... Albuquerque

MAC ARTHUR,DEWEY & TRUMAN: Invited but did not accept.

BY HAND

Rosen, Paul

CBS TELEVISION

Office Communication

to: Paul A. Rosen

from: Robert V. Evans

cc: Mickelson, Murrow, Friendly

February 18, 1958

In response to your memorandum dated February 13, 1958, herewith the following papers concerning the use of the MARIAN ANDERSON - SEE IT NOW program at Carnegie Hall by the National Urban League:

1. an original and four copies of a "quit-claim" agreement between CBS Television and the National Urban League,

2. an original and four copies of a "quit-claim" letter, suitable for signature by Messrs. Murrow and Friendly.

RVE

RVE/at
Encs.

565

Sir
Program Business
Marian Anderson

February 5, 1958

Dear Ed:

It is in the worst possible form to delay answering a letter from a sponsor.

I thank you for yours of January 13th and want to say that I shall always appreciate the confidence of a gambling man from Texas who took a chance on a TV show which, incidentally, gave me more personal satisfaction than anything I have done since the end of the war.

Sincerely,

Mr. Edmond H. Leavey, President
International Telephone and Telegraph Corporation
67 Broad Street
New York 4, New York

fc

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

67 BROAD STREET

EDMOND H. LEAVEY
PRESIDENT

NEW YORK 4, N.Y.

January 13, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

I have just received from Mrs. Leavey, now in Hawaii, the very thoughtful telegram which you and Fred Friendly sent me there early in January concerning the press reaction to "The Lady from Philadelphia". I had meanwhile received a telephone message from RCA giving me the gist of the message, but unfortunately I had to leave Hawaii before the typed copy of it reached me. Mrs. Leavey is still there, however, and I know derived a great deal of pleasure from reading it.

As Bill Morrell has undoubtedly told you we also received a rather substantial number of messages, practically all containing highly enthusiastic endorsement of the program. To the best of my recollection there were only three adverse ones out of two or three hundred total messages. Added to the messages which you received and which I know were almost totally commendatory, it looks as if you scored your usual smashing success with the program. I am glad that the ITT as a company and I as an individual were able to participate. You may be interested in a message which I received from one of my sisters who did not know that we were sponsoring the show or that I would have any connection with it. Her telegram ran about as follows:

> "When I saw that Ed Murrow was putting on a program featuring Marian Anderson I decided to stay home and watch my television that night, as I always do when Ed Murrow's programs are on the air. Imagine my surprise to see you in the middle of it. Even so it was a great program". (We are really a very affectionate family but cannot refrain from sometimes being witty at each others expense!)

It was a pleasure renewing our old acquaintanceship and a privilege to be with you in the program.

With best regards and best wishes,

Sincerely,

Ed

Sen

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

67 BROAD STREET

NEW YORK 4, N.Y.

EDMOND H LEAVEY
PRESIDENT

February 4, 1958

Mr William S. Paley
Chairman of the Board
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Paley:

On my return from a trip outside the United States recently I found your letter of January 22nd informing me that you had sent me a film record of "The Lady from Philadelphia". The film itself also arrived and has already been shown to some of our employees who had missed the original broadcast on December 30th. I appreciate very much your thoughtfulness in sending it to us.

Send copies to Murrow & Friendly

I feel personally, and am sure that our own employees and thousands of other people join in the feeling, that Columbia Broadcasting System, Ed Murrow and Fred Friendly, had scored a home run with the presentation. We were happy and proud to have been associated with you and them.

With best wishes and again many thanks for the film,

Sincerely,

Edmond H Leavey

January 3, 1958

Sir

President of I. T. and T.
67 Broadway
New York, New York

Dear Sir:

My family and I saw the Marian Anderson broadcast on Monday night over C.B.S.

Something very wise and profound seems appropriate, but only my simple congratulations seem sincere.

SM/mg

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

67 BROAD STREET

NEW YORK 4, N.Y.

EDMOND H. LEAVEY
PRESIDENT

January 16, 1958

Mr. Stanley Meyer
Four Oaks Farm
Encino, California

Dear Mr. Meyer:

I wish to express my gratitude for your very kind remarks about the "See It Now" television program of December 30. We are all proud to have had a hand in bringing Marian Anderson's tour of Southeast Asia to the public.

We are indeed gratified at the warm response accorded our efforts to focus attention on the sort of communications represented by Miss Anderson's tour.

Sincerely,

Edmond H. Leavey

Prog Bio
Sen

January 31, 1958

Dear Mr. Cohen:

I write to say my sincere thanks for your assistance in clearing the Rogers and Hammerstein music for our Marian Anderson film.

I think in all truth we couldn't have done the program successfully without those two selections, and as you know, both Oscar and Dick gave generously of their time to counsel us on the whole project.

I thought you might like to have an LP of the sound track and I am sending you one.

Sincerely yours,

Mr. Irving Cohen
70 Greenacres Avenue
Scarsdale, New York

fc

P. Bus. Sim

Richard Rodgers and Oscar Hammerstein, 2nd
488 MADISON AVENUE • NEW YORK 22 N. Y.
Telephone MUrray Hill 8-3640

January
27th
1958

Mr. Edward R. Murrow,
Columbia Broadcasting System, Inc.,
485 Madison Avenue,
New York 22, N. Y.

Dear Ed:

Oscar is in Jamaica, but I know that I take no undue liberty in writing to say that you will have his and my complete cooperation in obtaining the needed prints which you mention in your January 24th letter.

"Getting to Know You" is from THE KING AND I and "Carefully Taught" is from SOUTH PACIFIC. The motion picture rights to both these properties have been disposed of and there must be certain legal complications. I don't doubt that they can be cleared, but I imagine certain steps will have to be taken. I am sending copies of your letter and this reply to Irving Cohen, asking him to facilitate matters as quickly as possible. I am sure you will hear from him in the immediate future.

I have never heard such happy enthusiasm for any television show as there has been for "The Lady from Philadelphia". It's deeply gratifying to have been able to help in some small way and I feel sure that the ultimate good accomplished by this program will be tremendous.

Many thanks and all kindest regards to you and Fred.

Yours sincerely,

Dick

RR L

Murrow's file

January 24, 1958

Dear Oscar and Dick:

Again, thanks from Friendly and me for what you did to help with "The Lady from Philadelphia". It is conceivably the most satisfying project we have undertaken. Your early enthusiasm and your constant constructive comments and thoughtfulness shall long be remembered.

One slight problem remains. The Urban League, and a group of schools and churches, want prints (the Urban League for an April 1st coast to coast series of rallies in honor of Miss Anderson). We are inclined to provide a 16mm print for such non-theatrical needs in our regular and normal manner, which is to allow an educational film distributor to handle this under our control. Our original music clearances, I am told, provide for such use for all the songs except "Getting to Know You" and "Carefully Taught" which were handled on a personal basis through Irving Cohen and yourselves. It is now necessary to ask you for permission to use these songs for the limited purposes described above. You can have CBS's assurances and my personal one that no theatrical use will be permitted. If you should prefer further negotiations to be conducted with Mr. Cohen, I will so direct but Fred and I did want to put the problem to you on a personal basis and we trust you will be able to help us out.

Incidentally, should either of you desire prints of the show to keep, we should be delighted to arrange same. Copies of the record album are being sent; should you desire additional albums, please let us know.

Again, thanks.

Cordially,

Edward R. Murrow

Mr. Oscar Hammerstein
Mr. Richard Rodgers
488 Madison Avenue
New York, New York

ERM/hl

CBS TELEVISION

Office Communication

to: Messrs. Edward R. Murrow and Fred Friendly January 23, 1958

from: Bob Philpot

Bob Hoag asked me to send you a copy of a memo covering Mr. Shayon's review of "The Lady From Philadelphia" which has been distributed to all of our network salesmen.

R.E.P.

JI

CBS TELEVISION

Office Communication

to: Network Salesmen* January 21, 1958

from: Bob Philpot cc: Messrs. Hylan, Dawson, Klayer, Hoag, Maxwell, Blair, Sterritt, Livingston, Bristol, Lethen, Aberle, Ashley, Ingersoll, Stolfi

Re: SEE IT NOW

In the current issue of "The Saturday Review" Robert Lewis Shayon reviews "The Lady From Philadelphia."

Tom Dawson wanted each of us to have a copy of these remarks to read at leisure...because here summed up so well are some of the feelings that probably you too had while watching the show.

Surely we can be proud in the Sales Department that CBS saw fit to invest in — and then broadcast — Marian Anderson's tour of Asia. It's the kind of show that helps make the network the leader among communication media.

While there's no way we know now to measure adequately the widespread influence of this broadcast, Tom suggests we use Shayon's review as a conversation piece whenever possible to tell agencies and advertisers of this kind of programming that is available from time to time as special broadcasts on CBS Televisinn.

R.E.P.

JI

*Messrs. Curl, Flaten, Hall, Harding, Lambart, Materne, Martin, Mayo, Morton, Porteous, Purves, Rastall, Schroeder, Shaker, Smith, Swats

TV AND RADIO

"The Lady from Philadelphia"

I SINCERELY hope that our State Department does not cut the commercials out of "The Lady from Philadelphia," the recent CBS-TV "See It Now" broadcast featuring Marian Anderson, the singer, when they show prints of the program in Asia. The comments of Mr. Edmond H. Leavey, president of the International Telephone and Telegraph Corporation, which sponsored the broadcast, and those of Edward R. Murrow, the narrator, speaking for I.T. and T., are essential to the propaganda aims of Miss Anderson's 35,000-mile, twelve-nation concert tour. Their remarks create a most favorable impression of American business. "Communication is our business," said the sponsor; then he defined the main problem of international communication today in terms of the question: "Can man get along with man?" Miss Anderson's tour was an act of affirmative communication. Mr. Murrow, noting that I.T. and T. had waived the final commercial, said: "They know that their communication can never be substituted for human communication. Miss Anderson's communication is something with which they—and we—would like to be identified."

This was television in the highest altitudes. What the "See It Now"-State Department- American National Theatre and Academy (ANTA) trio of organizers of the tour were saying, through Miss Anderson to the people of Korea, the Philippines, Vietnam, Burma, Thailand, Malaya, and India, was this: "You have been slaves to white masters from the West. Now you are your own masters, free to choose between the Communists and us. Both are prepared to radiate to you the West's industry, literacy, and material betterment. But the Communists will make you pay a price for that—a second slavery and a poverty of spiritual values. Choose the West and you will gain your freedom and dignity as well as science and technology. Marian Anderson is the image of your own future —if you follow us."

The singer never spoke this argument, of course. Her only instructions from the State Department were: "Be yourself." She gave her own message in her inspired artistry, her joy, enthusiasm, compassion, humility, and religious faith. Her music was, in turn, deep yearning, an adoration, a cry for freedom, a national anthem, a history lesson, and a Christian hymn. Her doctrine was a sense of journey, a "trampin, a tryin' to make heaven my home." It was, "Now we will do the thing in a new way. . . . There is no particular thing that you can do alone. . . . The 'I' in it is very small, after all. . . . All have a right to enter the gates. . . .One will give his all if he feels that he belongs. . . . Yes, I would sing for Governor Faubus if he were in a frame of mind to accept it for what it is. . . . Do not let hate or fear restrict you from being a big person. . . . All people seek to be great. . . . If all is right on the inside, there is a divine pattern. . . . I will go, I shall go to see what the end will be, because I believe in what I shall find at the end." This is the poetry of feeling, and I know of only one poet in America who sings this way: Carl Sandburg. The ethos of Abraham Lincoln is in his rhythms and Miss Anderson's.

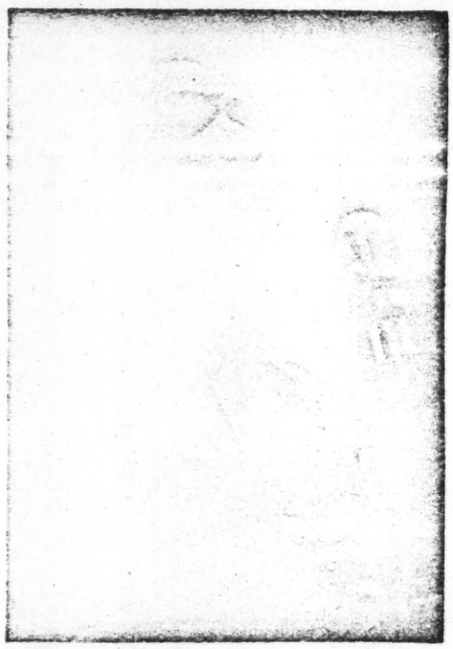
The Asian response to her character and artistry was a complete propaganda triumph, to judge by the pictures and soundtrack of "See It Now." The King of Thailand had never before risen from his throne-chair to greet a distinguished visitor. In India, no visitor had ever been invited to speak at Gandhi's memorial in Old Delhi. The Prime Minister of Burma complimented her on her "good voice, technique, and acting ability," and on her "beauty and charm of mind." At Ewha University in Seoul, Korea, she was awarded an honorary degree for her "Christian service to mankind." In Bombay the tour dramatically illustrated the interpenetration of cultures when, for the first time, "a visiting artist" (Miss Anderson) sang with "the only Western symphony orchestra between Tel Aviv and Tokyo."

Less formal, but nevertheless expressing an undeniable sympathy for Miss Anderson as she greeted them and sang for them "in close fashion" were the faces in her audiences—impassive, rapt children; old men and women; Eastern cosmopolites; peasants; clerks; lawyers. These faces of Asia, photographed and edited with perception and taste, burst with startling, vivid reality upon our parochial TV consciousness, smogged and sodden with the gunsmoke and mayas of Madison Avenue and Hollywood. The United States can be proud to have had such a great lady as Miss Anderson to send forth on this tour.

There were other rewards for the "See It Now" audience here in the United States. We saw and heard a native orchestra in Bombay playing Indian music, which Miss Anderson told us "has resisted all foreign influences." We shared the thrill of an item of raw material for history when, in Kuala Lumpur, in the Federation of Malaya, citizens of the newest nation on earth heard the first singing of their national anthem by a visiting artist. Miss Anderson's journey was not that of an individual—she was a symbol of individuality as it is conceived and given historical meaning by contemporary Americans. The broadcast derived its very moving impact from some degree of awareness in the viewers' minds that they were watching not only a propaganda tour but a veritable collision of many cultures—religious, political, esthetic, ethical. At each moment there were overtones of the diffusion, challenge, and potentials of unique civilizations.

WE MUST recognize that "The Lady from Philadelphia" as an act of high creative imagination in television, marshalling the resources of our technology for great human purposes, is uncommonly rare. There is only one Marian Anderson, not many Ed Murrows and Fred Friendlys, and less than a multitude of sponsors like International Telephone and Telegraph whose institutional character permits them to spend shareholders' money on a TV broadcast like this one. Yet we must never cease to hope, with Miss Anderson, that the gates are there for all to enter. What we peddle to Asia we may well use at home; and we are indebted to "See It Now" for this grand reminder of what TV sometimes is and can more often be.

—ROBERT LEWIS SHAYON.



Miss Anderson—"inspired artistry."

COLUMBIA BROADCASTING SYSTEM

Office Communication

to Mr. Paley

from Mr. Murrow

January 19, 1958

Thanks for the kind words about the Marian Anderson show. You may care to know that we have never done a program in this shop that produced as much editorial comment, including newspapers in the South.

Fred and I have spent some time discussing "The Debate" and "What's New?" and would value the opportunity to chat with you at your convenience about both programs before we proceed.

Informatively, we go with the first Truman show on February 2 - as you suggested - the title will be "From Precinct to President" and the subtitle will be "Some Reflections by Harry S. Truman." We shall make it clear in advance notices and on the air that these were in fact reflections and in no sense a commentary on current events.

fc

E.R.M.

CBS TELEVISION

Jones, Merle S.

Office Communication

to: Messrs. Murrow and Friendly

from: Mr. Jones

January 5, 1958

I have been out of the office quite a bit; otherwise, you would have heard from me earlier regarding the Marian Anderson show.

Although I had seen substantial clips of this show on two, or three, occasions prior to the air date, I must tell you that I was tremendously impressed by the total show. You gentlemen are to be highly complimented for this effort. All of us in CBS Television are proud to have been identified with it.

I am not one to rely too much on Trendex ratings, but I was pleased to see that this quick rating gave the program a solid, continuing viewing audience.

You may be interested to know that following the program we had about 250 complimentary calls, many of which requested that the program be repeated.

Thank you for the recording. If you do have a few extra, I could certainly use about a half dozen.

Again, congratulations, and, by the way, I would not want to close without thanking you for your very effective sales efforts.

MERLE S. JONES

MSJ:nk

Pgm. Opns.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Wefing

from: Ray Campbell

cc: Messrs. Hopkins, Davis, Salling, Teicher, & Martin

December 30, 1957

For your information, Edward R. Murrow will originate his 7:45 radio news program from Pawling, New York on Tuesday, December 31, Wednesday, January 1, and Thursday, January 2. Commercials will be from New York.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Paley cc: Mr. Friendly

from: Mr. Murrow December 5, 1957

Fred and I have had prolonged conversations about the future of SEE IT NOW starting September, 1958. We would like to do a half-hour once a week at night. The working title is "What's New?"

This would not be an effort to review the week's news, but rather an effort to examine in considerable detail what's new. It would be topical and timely but not necessarily geared to the biggest news story of the preceding week. It would examine in some detail one or more developments which have or will make news. It would be utterly unpredictable. One week might deal with a new scientific discovery, the next with new fashions or automobiles, a medical discovery, a book, a newly patented invention, a new military weapon, a new and rising recording or television star or a new piece of national legislation.

The emphasis would be on newness rather than on news as such, although we would suppose that upon occasion the program would make news. This would not be either a news review or a documentary, but rather a wide-ranging reflection of anything and everything that has about it an exciting quality of being new. It would range all the way from a discovery of a new star to a new method of mining coal, a new method of preserving food or a new light on an ancient controversey. We would be equally interested in a new proposal in the area of American foreign policy, and a new method of peeling potatoes.

If this concept has any merit it would probably lie in its flexibility and unpredictability - - the combination of the truly important and trivial but at the same time interesting developments. The basic concept would be to inform but maybe there could be some entertainment too. This would be an effort to answer a question which has become an accepted form of social salutation but which no one ever attempts to answer: what's new? It is our best estimate that the average cost per week would be $30,000. This would involve using the nucleus of the SEE IT NOW organization.

fc E.R.M.

Program Operations

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Paley

from: Mr. Murrow

November 19, 1957

I have scrutinized the turgid screed attached to Mr. Arthur Gray's letter to you. It would be easy enough to analyze his analysis in detail. For example: he complains on Page 5 that "LIFE, as everyone in the industry knows, spent thousands of dollars on a survey and determined that LIFE actually pays a profit to the Post Office." On Page 9 I say "LIFE claims that far from receiving a subsidy of $9,000,000, they actually make money for the Post Office." Also on Page 9 he says, "Mr. Murrow is quoting from Post Office propaganda." Called propaganda or not, I preface my statistics by saying "According to the Post Office." We could also point out that the gentlemen of the Post Office could shoot as many holes in Al Cole's remarks as the magazine publishers have shot at Summerfield, but all of this seems to me to be beside the point.

I would be inclined merely to tell Mr. Gray that our decision to rebroadcast the program was based upon the fact that the first presentation was pretty well blanketed by the World Series -- that before choosing Mr. Cole as a spokesman for the magazines we studied testimony before Congressional Committees and consulted with a number of magazine publishers. And that in dealing with a matter such as this, our facts, figures and philosophies are all in contention, and we have no alternative but to present the view and conclusions of responsible spokesmen of the magazine industry, the Post Office, members of Congress and leave it to the viewer to decide who is right. We are obliged to identify our sources to give adequate opportunity for the presentation of contrasting or conflicting points of view and in this case that is what we did.

fc

E.R.M.

Robinson, Hub

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Hubbell Robinson

May 6th, 1957

The attached is pretty much of a mystery.

Neither Miss Russell nor I ever heard of Mr. Tig Roe which is not a name you are apt to forget.

Also, we have never seen any material on it of any kind. I would like to be helpful but I don't quite know where to go with this one.

HR

Tell him we know nothing

C

Pro Bus - 8211

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

April 19, 1957

Respecting the several matters we discussed last night,

1. Louis Stillman, Mike Todd's lawyer, told me today that the certificates had been delayed because they were trying to work out a way of handling the transaction with minimum transfer taxes. He said that they had accomplished this and that the papers were sent to Mike's office for signing a couple of days before he sailed. He didn't know whether Mike had signed them yet, however, and if not whether they had been sent to him in Europe. In any case, he said that Mike would be back early in June and would conclude the matter then. Mr. Stillman went on to say that there were no longer any complications and that he could think of no contingency which might arise to cause trouble.

2. Paul Rosen tells me that the title "Ambassador Satchmo" had now been approved for the Armstrong picture and that there was some hope that the papers would be signed today. However, I haven't had any further word from him, so I suppose that they haven't yet been signed.

One other item: Dick Salant called my attention, a few days ago, to recorded spot announcements being broadcast on WMGM, WMCA and perhaps other local New York stations in behalf of Hoffman Beverages in which the announcer seems to be impersonating you. We obtained recordings of the announcements and turned them over to the lawyers who tell me that they consider the matter to be "actionable". It happens, however, that Bill Bratter's law firm represents the advertising agency involved. I spoke to him about the matter, he telephoned the head of the agency and then called me back to report that he believes that he can confirm to me by Monday that the recordings involved will be withdrawn just as quickly as new records, using a girl as the Hoffman spokesman, can be recorded and pressed. I asked him to call me back as soon as possible to let me know definitely whether or not this would be done and I will report further to you.

Jim

J.M.S.

692

Pro Bus. SdN

CBS TELEVISION

Office Communication

to: Mr. Woodard (2)

cc: Messrs. Harrison, Coleman, Stone, Robins
(Information copy: Messrs. Murrow & Friendly)

from: Paul A. Rosen

April 12, 1957

Will you please have immediately prepared an agreement with Hurok Artists, Inc., 711 Fifth Avenue, New York City, New York, as agents for Miss Marian Anderson, pursuant to the following:

(1) Commencing in September 1957 and continuing thereafter until approximately December 1957, Miss Anderson will be on a concert tour in the Far East. This tour, which is presented under the auspices of the President's Special International Program for Cultural Presentations (in connection with which the State Department has appointed the American National Theatre & Academy as its professional agency), will take Miss Anderson to Honolulu, Seoul, Taipei, Hong Kong, Manila, Saigon, Penh, Bangkok, Laos, Singapore, Kuala Lumpur, Indonesia, Dakar, India & Lahore, among other places.

During this tour, we are granted the exclusive right to film for television purposes and otherwise, Miss Anderson's concert and related appearances. Our filming shall be done at our own expense, including, but without limitation, expenses of shipping our equipment, transporting our personnel, etc. etc. Miss Anderson also agrees to be filmed in interview(s) with Mr. Murrow.

(2) <u>Compensation</u>

Within ten days following the initial broadcast of the film produced hereunder, but not later than June 30, 1958, we will make payment to Hurok Artists, Inc., as agents for Miss Anderson, in the amount of $3,500. This payment will entitle us to broadcast the film once over a television station in each city throughout the world. For the second run, the payment will be $1,750, and for the third and all ensuing runs, the payment will be $875 per run.

(3) <u>Subsidiary Rights</u>

With respect to subsidiary rights, Miss Anderson shall participate to the extent of one third of the net proceeds derived from subsidiary rights. For the purpose of determining net proceeds, CBS Television shall be entitled to recoup the

to: Mr. Woodard

from: Paul A. Rosen April 12, 1957

entire cost of production of the subject motion picture (all program broadcast income being applied against the production cost, less, for syndication purposes, the normal distribution and related charges of CBS Television Film Sales) and all direct and actual expenses involved in connection with the disposal of subsidiary rights. We agree to consult with Miss Anderson as to any disposition of subsidiary rights and shall obtain her prior approval, not to be unreasonably withheld, to any such disposition except as follows:

(a) With respect to the distribution of this film for non-theatrical purposes (and, of course, for broadcast purposes), we need not seek Miss Anderson's approval and may freely utilize the film for this purpose;

(b) We recognize that Miss Anderson has prior commitments with respect to phonograph recordings and we agree that we shall respect these commitments and that any refusal of approval by Miss Anderson of any use of the soundtrack of this film as a phonograph record shall not be considered by us to be unreasonable, if her refusal is based on a prior phonograph recording commitment.

Accountings for subsidiary proceeds shall be made within thirty days following January 1st of each year, commencing with January 1st, 1959.

(3) Miscellaneous

(a) Miss Anderson shall provide the services of her accompanyist;

(b) No film in which Miss Anderson appears may be used for purposes of commercial announcements;

(c) We shall have the right to use Miss Anderson's name and likeness and biographical material

CBS TELEVISION

Office Communication

to: Mr. Woodard

from: Paul A. Rosen

April 12, 1957

(c) Contd.

concerning her in connection with the exhibition, distribution and subsidiary rights use of this film;

(d) Should there be any original music composed by Miss Anderson and/or her accompanyist utilized in this film, CBS Television shall enjoy the free right of use thereof;

(e) In the event that, due to local governmental restrictions, force majeure, etc., we are unable to shoot sufficient film to comprise a one hour television broadcast, the decision as to the sufficiency of material being vested in CBS Television, we shall pay to Miss Anderson the sum of $1,750; of course, if we are unable to shoot any film, we shall have no obligation to Miss Anderson.

(f) Such other terms and conditions as you feel necessary should be included.

Please see that this contract is given immediate attention.

Thank you.

P. A. R.

PAR:jr

Robinson

CBS TELEVISION

Office Communication

to: Mr. Robinson

from: Mr. Murrow

March 27, 1957

I don't know what, if anything, you are planning for the 30th Anniversary, but we would like to do this show.

E.R.M.

rh

memo from A&Z. re Spec

Robinson

CBS TELEVISION

Office Communication

to: Mr. Robinson

from: Mr. Murrow

March 27, 1957

Another suggestion for a summer replacement for PERSON TO PERSON. Schoenbrun tells me he has drawn up a budget if you should be interested.

E.R.M.

rh

"Secret Life of Danny Kaye"
Correspondence

February 6, 1957

Dear Abe:

I regret to report that while we still don't have the final figures, it nevertheless seems quite clear that the costs for THE SECRET LIFE OF DANNY KAYE substantially exceeded the payments made by Pan American and Shulton (approximately $82,875). The costs totaled about $157,500, and thus we obviously won't be able to make an additional payment to UNICEF. Hubbell Robinson is considering the rerunning of the program, however, and we have told him that you could probably be helpful in finding a sponsor for it. I am not clear as to the impact of our contractual obligations to Pan American and others on this matter and in any case, I think this matter is in Mr. Robinson's jurisdiction.

UNICEF has advised us that the film has been shown to date in the following countries:

Australia	Russia
Austria	Sweden
Brazil	Italy
Belgium	Germany
Canada	Monaco
Denmark	Saar
France	Switzerland
Luxembourg	Yugoslavia
Netherlands	Mexico
Gt. Britain	Lebanon
Philippines	Israel
Thailand	India
Venezuela	

They inform us that further showings are not presently anticipated in other countries but that it has been exhibited twice in Yugoslavia, Australia and Mexico. It seems impossible to estimate the audience coverage with any degree of accuracy. All broadcasting of the program outside of the United States was arranged by UNICEF in their own behalf.

As I am sure you know, both Fred and I very much appreciate the time you gave in helping to bring off what seems to have been a very worthwhile effort.

Cordially yours,

Mr. Abe Lastfogel
William Morris Agency
1740 Broadway
New York 19, New York

fc

bc: Hubbell Robinson
Fred Friendly

D R A F T -- February 6, 1957 -- for Mr. Murrow's signature.

Dear Abe:

I regret to report that while we still don't have the final figures, it nevertheless seems quite clear that the costs for THE SECRET LIFE OF DANNY KAYE ~~(about $157,500)~~ substantially exceeded the payments made by Pan American and Shulton (approximately $47,500 $62,875 ~~$113,750)~~ for ~~both time and~~ program. ~~In addition to~~ the ~~program~~ ~~Approx $15,000.~~ Total about $57,500 costs, ~~CBS also made substantial station payments, of course,~~ and thus we obviously won't be able to make an additional payment to UNICEF. Hubbell Robinson is considering the rerunning of the program, however, and we have told him that you could probably be helpful in finding a sponsor for it. I am not clear as to the impact of our contractual obligations to Pan American and others on this matter and in any case, I think this matter is in Mr. Robinson's jurisdiction.

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Netherlands	Mexico
Gt. Britain	Lebanon
Philippines	Israel
Thailand	India
Venezuela	

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As I am sure you know, both Fred and I very much appreciate the time you gave in helping to bring off what seems to have been a very worthwhile effort.

Cordially yours,

F. T.

blind copy to Hubbell Robinson

D R A F T -- February 6, 1957 -- for Mr. Murrow's signature.

Dear Abe:

I regret to report that while we still don't have the final figures, it nevertheless seems quite clear that the cost of THE SECRET LIFE OF KANNY KAYE (about $157,500) substantially exceeded the payments made by Pan American and Shulton (approximately $113,750) for both time and program. In addition to the program costs, CBS also made substantial station payments, of course, and thus we obviously won't be able to make an additional payment to UNICEF. Hubbell Robinson is considering the rerunning of the program, however, and we have told him that you could probably be helpful in finding a sponsor for it. I am not clear as to the impact of our contractual obligations to Pan American and others on this matter and in any case, I think this matter is in Mr. Robinson's jurisdiction.

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Venezuela	

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As I am sure you know, both Fred and I very much appreciate the time you gave in helping to bring off what seems to have been a very worthwhile effort.

Cordially yours,

CBS TELEVISION

Office Communication

to: Mr. Seward

from: Paul A. Rosen February 4, 1957

In response to your memorandum of January 25, 1957, regarding the SEE IT NOW - Danny Kaye program, please be advised as follows:

1) According to the reports I have from the Accounting Department, the total net dollar program payment to CBS Television from Pan American and Shulton for the subject program was $113,750.53. There may be a slight adjustment in this figure due to possible changes in time billing. ?

Reinhart to supply further info on memo and verify, until this is received figures in this memo should be ignored. WR 2/5

Time and Talent

2) The approximate cost of production (inclusive of the normal charge against this broadcast of one tenth of SEE IT NOW's annual overhead) was $157,629.93. Once again, this figure is subject to adjustment since the Accounting Department does not have final analysis. It is my belief that this figure is reasonably accurate.

Accordingly, we show a loss on this program at this time of $43,879.40.

3) According to UNICEF the countries in which the film has been shown to date are as follows:

Australia	Russia
Austria	Sweden
Brazil	Italy
Belgium	Germany
Canada	Monaco
Denmark	Saar
France	Switzerland
Luxembourg	Yugoslavia
Netherlands	Mexico
Gt. Britain	Lebanon
Philippines	Israel
Thailand	India
Venezuela	

There are no further countries where showings are presently anticipated, but in Yugoslavia, Australia and Mexico the film has been exhibited twice. It is an impossibility to even estimate with any sort of accuracy the audience coverage.

4) All broadcasting of this program outside of the United States has been arranged for by UNICEF in their own behalf.

PAR:jr

P. A. R.

TO.....

FROM.....

Mr. Rosen is not in today. His secretary will mention it to him first thing tomorrow and believes he could get the information together for you some time tomorrow.

p.l.
1-28-57

CBS RADIO

Office Communication

to: Mr. Rosen

from: Mr. Seward

January 25, 1957

PL
Please ask Mr Rosen & try to have items 1 & 2 for me by 1/29 and to give me as much information as he has in 3 & 4 at same time.
JMS
1/26

RE: THE SECRET LIFE OF DANNY KAYE

The information I requested of you today is as follows:

1. The price paid by Pan American and Shulton for the broadcast of the show.

2. A statement of the costs incurred that are to be recouped by CBS before computing profits to UNICEF.

3. The countries in which the film was shown and those scheduled to show it in the near future. Is it possible to get the extent of coverage in each country?

4. Will all broadcasting outside of the United States be on a non-commercial basis on behalf of UNICEF?

J.M.S.

Columbia Broadcasting System, Inc.

F. 306

OFFICE COMMUNICATION

To Edward R. Murrow

From Fred Friendly

Station

January 8, 1957

CONFIDENTIAL

There is one unfinished piece of business on THE SECRET LIFE OF DANNY KAYE that I think ought to be resolved before you go to California this weekend, because I am sure we will both see Kaye and Lastfogel, and they will want to know the answer to this question: Specificially what does UNICEF get.

1. The cost of the Kaye show, as a specific unit, is $95,804.98 (this includes a sum not over $2,500 already paid to UNICEF). I think it is a final figure with a possible exception of some of the print costs which should not amount to any more than $500.

2. In addition to this figure, there is the SIN overhead figure which is amortized at the approximate rate of $54,000 a show.

3. At this point, there should be listed the revenue that CBS figures they received from Shulton and Pan American. I don't know what Shulton paid and I am not sure how the Pan American total was amortized. The Sales Department will have to fill in this amount.

4. It is our agreement with Kaye and Lastfogel that whatever profit is forthcoming from this operation will be paid to UNICEF. Perhaps there will be no profit, but I certainly think that careful consideration should be given to the prospect of making a contribution of some kind to UNICEF.

5. We have already paid UNICEF $2,500 which was to reimburse them for expenses they had incurred in the Kaye expedition, and this sum appears in CBS's cost of the show (Item 1.). In addition to this, Murrow has made a sizeable personal contribution to UNICEF and Friendly has made a considerably smaller one.

6. I imagine that Mr. Lastfogel is going to ask for the exact cost of the show and possibly a breakdown. Is it within our prerogative to show it to him?

I expect you will want to send this note along to Management and whatever other information they may require is, of course, available. The only other additional question I think Kaye is going to ask is about the possibility of a re-run in the future. I think we ought to be prepared to discuss this with him if there is any interest in it.

F.F.

hlt

NEW YORK BEVERLY HILLS CHICAGO LONDON PARIS

ESTABLISHED 1898

WILLIAM MORRIS AGENCY

INC.

1740 BROADWAY
NEW YORK 19, N.Y.
TELEPHONE JUDSON 6-5100

EXECUTIVE OFFICES

HR

Leonard

January 8, 1957

Mr. Fred Friendly
Columbia Broadcasting System
485 Madison Avenue
New York N.Y.

Dear Fred:

Tried to reach you by phone but was unsuccessful.

I am still waiting to receive the statements in connection with the Danny Kaye film, as per my letter of December 6th.

I also want to talk to you about the possibility of repeating the show on a prime night time spot. I think we can find a sponsor for it, and probably get a sizable amount of money for Unicef.

Looking forward to seeing you, and with kindest regards,

Sincerely,

Abe Lastfogel

Abe Lastfogel

Columbia Broadcasting System, Inc.

F.559

OFFICE COMMUNICATION

To Mr. Murrow

From Mr. Friendly

Station

December 11, 1956

We will have the estimates of the costs of the Kaye show within the next two or three days, and I see no reason why this information can't be given to Lastfogel. I am, however, in need of guidance as to what we should tell him about the Shulton -- Pan American deal which is, of course, wrapped up in the whole plan for '57. Obviously what Lastfogel is getting at is the kind of contribution CBS is going to make to UNICEF.

Let me know what you think.

F.F.

FWF/nf

att: letter from Mr. Lastfogel

NEW YORK BEVERLY HILLS CHICAGO LONDON PARIS

ESTABLISHED 1898

WILLIAM MORRIS AGENCY
INC.
1740 BROADWAY
NEW YORK 19, N.Y.
TELEPHONE JUDSON 6-5100

EXECUTIVE OFFICES

December 6, 1956

Mr. Fred W. Friendly
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York N.Y.

Dear Fred: RE: THE SECRET LIFE OF DANNY KAYE

Confirming our telephone conversation of yesterday, I am awaiting the following information from you:

1. The price paid by Pan American and Shulton for the broadcast of the show last Sunday.

2. A statement of the costs incurred that are to be recouped by CBS before computing profits to UNICEF.

3. The countries in which the film was shown last Sunday and those scheduled to show it in the near future. Is it possible to get the extent of coverage in each country?

We assume that all broadcasting outside of the United States was and will be broadcast on a non-commercial basis on behalf of UNICEF. I would appreciate your confirmation of this.

Danny will be looking forward to receiving the 16 mm copy of the program, as well as the other film shot.

Let me again convey to you and Ed my congratulations on accomplishing a most outstanding job. The net results end up in everything we could hope for.

Kindest personal regards,

Sincerely,

Abe Lastfogel

Abe Lastfogel

Publicity - Picture Reference
Program Operations

for Wesley Price

In answer to your general questions on "problems of the show".. development of script, how stuff is put together, here is general picture:

If you get from Ed his story on what he's trying to do I think you'll have the basic "problem of the show." The technical set-up and its problems are roughly this:

One of the twi secretaries comes in at about 10 a.m. and starts opening the mail for Ed. A half hour later Aaron comes in to start cutting agency copy, reading cables from abroad, answering "editorial" phone queries as distinguished from routine. Zousmer in at 11 and starts reading copy Aaron has cut. Sometime before this Murrow usually calls from home to check on what's happened that has not been in the morning papers. We tell him. He tells us when he'll be in what his program is for the morning or he comes right in. By this time Ed, JZ and JA have read all the morning papers.. started reading the agency copy.. started reading a dozen or so newspapers we get from various parts of the country to check on what interests them out there.. how they're "playing" various news stories.. what they're touching in editorials.. what's doing in sections of the country as differentiated from cities. For example, we'll fine the weather getting a terrific play in Kansas, Iowa, etc while we don't see any such stories on our regional or trunk wires. JZ and JA also clip from these "exchanges" and Washington or foreign columns not generally available in New York newspapers or our normal day's file of publicity handouts. Some of these we just file for the day Ed will decide to take off on that particular subject. Some we call to his attention the same day. In this general process, JA and JZ will go through the handouts: from just about every nation's information service.. from the Republican and Democratic committees.. the Congressional record.. Bulletin of atomic scientists.. releases from the national military establishment, other govt agencies... the AF 1 and the CIO.. from private and semi-official Washington letters, and business tips sheets. In addition each morning we receive two or three cables from our own correspondents abroad, depending on what's going on in their area of the world, perhaps answering a query of the previous day, perhaps pointing up the latest development in a letter said correspondent had sant to Ed sometime earlier. In this pre-lunch period we'll check Washington to find out what hearings on the Hill are being covered by their correspondents (out o station WTOP.. what they know in general that might interest us.. what may be avilable later in the day in the way of tape-recordings of the various hearings. Sometimes Washington will come through with a suggestio that Ed might be interested in talking about.. offer to supply the information either by telephone or through a teletype machine that connects with the Washington office. Perhaps we'll get similar suggestion from CBS newsmen in various sections of the country. The guy in Chicago may send us a teletype message saying he thinks he has a good yarn building on the stock markets(this , of course, particularly during the post-OPA period when hog prices were big news.) San Fransisco (as of late) has been trying sell us detailed story on the Hawaii strike. Los Angeles may relay the latest statement issued by the Hollywood people who had the run in with the Un-American activities

Ed of course is in by this time.. has asked his sectreatry to place calls to some people who could fill him in on news of the day.. arranged luncheon meetings(if not done previously) .. reads papers he doesn't get at home.. that means, first editions of afternoon sheets.. Re "problems of the show" on some mornings Ed will have definite idea of what he is going to talk about. I don't know that we've told you we generally call this "the think piece" of "ed's piece" or "what are you gonna talk about." If Ed knows what he wants to do at this pre-lunch time, he'll tell us. JZ will start collecting agency copy available on that subject. J.A. will dig up background and research from our own files,, start the balling rolling at our research department (which is actually the CBS reference library downstairs).. perhaps call information service of country concerned (uf its's a foreign subject) to ask for details.. or official statement.. By that I mean when at all available we prefer to have the full text say, of a Bevin or Schuman speech.. the official breakdown, for example, of Britain's economic situation.. This, instead of just relying on meagre information carried on agency wires or perhaps the Times and Trib. (we generally get our out of city papers from one to three days late). If the subject Ed's tentatively decided to give a whirl concerns a European country where we have a correspondent.. or a stringer.. Ed will put in a phone call for later in the afternoon. This, both to give long distance operators a chance to get ready.. and give correspondent a few more hours to work out details we'll want. Sometimes we send correspondent a cable in morning telling him we need, for that day, whatever he can contibute to the story we tell him we're thinking of doing. In some cases, Ed may decide that the story overseas can best be told by having the man on the spot tell it. For example, the foreign ministers conference in Paris. We then told Howard Smith., the head of CBS's European staff, and David S hoenbrun, the Paris correspondent, that in the event the conference broke up (on day it was expected to) we wanted them to record a three minute summary for us at say 6 p.m... that would be an hour and 45 minutes before our air time. As soon as this is out of the way, and we've made tentative plans about what to do in case the overseas signal from Paris is so bad that the stuff we get will not be of broadcast quality, we move on to the next step.

Maybe, now that I've started on this Paris thing, we can work from there on. Our total show runs 14 minutes and 45 seconds. That includes everything from the more international code that opens the show (it actually spells out "n..e...w..s" until the traditional "system" that ends every radio program.. "system" means "This is the Columbia Broadcasting System" (said by announcer, of course. Of this over-all 14;45 we actually get 12 minutes for Ed.. That includes every word he says. In the past we have started every show with "This is the news." You will notice that on the recordings you have made of the June 25 week we have varied the opening.. sometimes with one minute of headlines.. sometimes with 30 seconds of headlines and a general statement of what the "think piece" if going to be. We have been experimenting this week.

To get back to the Paris story. We have ordered three minutes from abroad. That leaves us with nine minutes to go. We generally keep the "word for today".. the last thing Ed does before he says "good night and good luck" to thirty seconds. Sometimes, of course, it varies ten seconds either way. But for book-keeping.. "makeup" purposes.. we count on 30 seconds. So now we have three minutes coming from Paris.. and a 30 second "word for today. That leaves us 8:30 to go. Now what we do with that 8 minutes and 30 seconds depends on many things.

Perhaps JZ or JA will suggest to Ed that we ought do a few minutes on a local problem.. almost anything. Perhaps Ed will decide in

reading the agency copy that he'd like to talk about something a congressional committee, the House or the Senate has done.. perhaps a speech made on the floor of either House.. perhaps a witness at one hearing.. perhaps a speech being made by a government official far from Washington.. Maybe Ed gets the "urge" from something he's seen on the way to work. (Once he did a very effective piece, on an effectively hot day, because while riding to work in a cab he saw two guys struggling with a refrigerator that had broken down.. the piece was along the lines of what-could-be-wor-se-in-the-world-than-to-have-one-of-our-prize-machincal-gadgets-go-busted-on-a-hot-day.. with overtones or overtones on this civilization and its dependence on mechanical things and how people got along without them in the old days. So.. we had a piece built on something observed on the way to work.

Let's suppose that in addition to the 3 minutes from Paris Ed had decided on this hypoethical day to do the thing on the broken refrigerator. He doesn't decide how long or short its going to be until much later in the afternoon. If I don't lose my "continuity" we may pick this up later. But first to tell you what happens when we get ready to start for lunch.. which (without punching a clock) generally starts, depending on where each of us wants to or has to go) at about 12;30.

Ed may come into the JZ-JA room and just shoot the bull.. or protect himself against ideas we're trying to "sell" him.. or test an idea he has nebulously on us.. i.e., "what do you guys think".. frequently at these sessions an idea may be born that will need a few days, perhaps a few months, to mature.. frequently we may all let the thing drop.. only to have one of us bring it up later. Of course when Ed knows what he wants to talk about for the particular day.. that's that.. half the day's work is done. When he doesn't we're sorta in the position of the newspaper news editor who knows damn well that he has to fill so many pages but has no idea what's going into them. So we go to lunch. You'll have to get Ed's dope on his lunches.. from our knowledge its usually with a name we recognize as being of news value.. or a club he belongs to.. or a visitor from a foreign country(many old friends from England) or a correspondent for a newspaper.. or an CBS radio ex c he met when he traveled through the country as a VP of CBS.. or a testimonial luncheon he's got to go to.. or a speech someone is making at some sort of meeting.. and so on.

By the time lunch is over, the agency wires having poured out more copy, and copy concerning TODAY's news, rather than re wirtes of last night's stories, JZ has to "catch up."..i.e., tear the new copy, see what's happened in the world since we've been out to lunch, read new cables that may have arrived from corr spondents overseas. JA will check reference library downstairs to see how they're coming along on particular problem , request, we gave them in the morning. There will be more mail. (CBS mail boys deliver mail about six times a day from a central office downstairs. Rough guess we get 100 pieces of mail of all kinds a day.. that includes fan mail, invitations, personal letters, handouts, newspapers, magazines, solicitations, and so on.. about 100 pieces of all mail a day.)

So--we're back from Lunch. Maybe there's been an interesting development in a "trial".. or in a European capital.. or Truman has sent Congress a message.. or any number of new news.. Ed is informed, looks over the available agency copy, either decides he doesn't want to play with it other than in the news portion of the show (as distinguished from "the think piece". Or maybe he'll find something that interests him, make a few phone calls, in this country or abroad. Sometimes this will mean he decided to drop say, the refrigerator piece, and work on the new news.. for example, let's say its a Truman messge to Congress on the need for new highways. If he says he wants to work on the highways, JA. will call reference, change signals, tell em to work on highway background.. and incidentally keep going on whatever the first order was, because we may be able to use it at a later date.

Now I'm coming back to our hypothetical three minutes from Paris. We ordered a correspondent there to do a recorded piece for us because we had been informed the conference was going to break up. After lunchwe find out that the ministers have decided to meet again tomorrow. That means there's not much the crspt in Paris can say so we send him a cable cancelling his recording.. and we have to start anew. We know now that Ed wants to talk about highways. He had an idea on refrigerato story but decided to cancel it because of highways. But now that the Paris story has fallen through he theoretically brings back the refrigerator story.. and he's going to do the highway story. I know it gets complicated. But we're not through yet. Because the news isn't all in.. things are still happening.. we keep up with them. And in telling you all of this I'm trying to d scribe some of the "problems" of the show" and the "development" of it.. and how its "put together."

I think I've made it clear that after lunch, which is, say 2 p.m., although peliminary think and researching in the morning, we may find ourselves playing wing back instead of T formation. We don't decide what the news is.. at this point.. we just let it happen (mostly because we can't stop it) and we try to keep up with it.

To get back to our present theoritcal daily show position. And partyly to help me follow myself, We have now decided: to cancel the Paris pickup.. to do a piece on Truman's highway message and to add a piece about the busted refrgigerator. I use the editorial "we" because Ed does all the deciding.. we buttress his decisions with what facts, present or past, we can get. Let's say the highway plus refrigerator thing is going to run six minutes. What do I mean by "going to run." I mean that's a rough guess. We won't actually know until 6:45.. a hour before air time.. or later.

Because: the news is still coming in.. visitors are still streaming into Murrow's office.. either trying to tell him something or sell him seomthing. Maybe--and we're being hypothetical again--one o of the visitors is an old friend. Maybe its Dr. Peter Zenkle the former Lord Mayor of Prague who has recently escaped from his country.. made his way to the American zone.. and now has arrived in America. (Wesley: I think next time you talk to Ed the Zenkle story will interest you. We did have the guy on the air in an interview.. Ed found him at Buchenwald when it was liberated)

But I was saying maybe Dr. Zenkle called on Ed.. renewed old freiendship .. talked about that DAY at Bucnenwald..got from him the inside story of life in communist czechoslovakia. So, Ed decided we'll interviewed Zenkle tonight. He and the Dr. start sketching the interview. That means something has go to give. Because m if we interview Zenkle for four minutes.. plus 3 for highways.. 3 for refrigerators.. 30 second for the "word for today".. that's a total of 10:30 and leaves only one and a half minutes for all the other important news in the world. And one and a half minutes, by Ed's reading pace, is roughly 19 lines... a pretty difficult squeeze.

But no one is worried. Because we're still on top of everything. Its early.. let s say 4 p.m. That's a lot of time.. three hours and 45 minutes until air. Now, Brother Price, we could get this continuity so damned bawled up by meereley detailing what COULD happen that we're gonna make believe nothing does. Although obviously: the foreign ministers may decide to hold a nigh meeting in Paris (so we might want the Paris 3 minutes).. the hot weather could turn so damned cool, that it might be ridiculous to tell the story of the refrigerator... Congress may pass any of a number of bills that would make Truman's highway message comparatively insignificant.. anybody of any importance anyplace in the world could shhot off his mouth and mmmm create a real "headline." But we're being easy on you. None of that's going to happen on this theoritcal day.

About 4:30 Ed comes out of his office--the news has been coming in all the time, and the phone calls, and maybe some cables.. and Ed comes out of his office and says :"What's doing?" So we show him the news that has developed since we last saw him. And he says: Dr. Zenkle has got a good story.. I'd like to take him four four minutes. Can we do it? The answer will probably be yes if we can drop the refigrerator story or the highway business. So Ed will decide: well, Zenkle is pretty "heavy".. with his story of commies in Czecho.. maybe we ought balance it with the light summery piece on the refrigerator.. let's drop highways. Done. We tell refrence to hold up on highways. J.A. carefully puts his notes and summaries on the side.. in the back of his head he'd been think of finding a "word for today" on highways.. now he has trouble.. should he aim at something to tie in with Dr. Zenkle and the Commies in Czecho.. or should he work on summer or refrigerators. But no worry yet.. lots of time to go.

Ed goes back into his office and starts working out the interview with Zenkle (you'll have to get him to tell you how he does it right onto the typweriter.) The news is still coming in (but don't get the idea its all important or significant or useable.. we don't play with the gory stuff (see the piece Ed did the first night of this show.) When Ed comes out again its probably to check on how heavy the news file is; i.e., can he take more time on the Zenkle piece or should he shorten it to get in the essential news. Its a dull day.. he can take all he wants.. he decides just how much interview is "right".. when it would become too "long." So he goes back to the interview questions. And he writes the regrigerator piece.

Anytime from 6;30 to 7 p.m. Ed will come out all done. Miss Campbell will count the lines.. make allowances for the nature of the copy.. that is guess if Ed will read if faster or slower than normal.. tell this to JZ. Let's say Zenkle plus refigerators adds up to 7 minutes.. JA by this time has slected half dozen possible "words". Ed looks em over, selects one that meets his fancy.. goes back to office and dictates it. It runs 30 seconds. So we how have seven minutes and thirty seconds of copy.. leaving 4:30 to go.. one minute equals 13 lines so we need 58 lines of news. Generally, as you suggested other day, we try to do more NY Times or Herald-Trib news than mirrow or Daily News or afternoon sheet stuff. We do the important news with little or no attention to murders, rapings, shootings, accidents, and the like. Its got to be of national appeal in a sense. I think you can sum this up best for yourself by reading past scripts and if possible comparing them with newspapers.

J.Z. bats out 58 lines of news.. JA. keeps last minute eye on wire for late stuff.. JA edits JZ copy then takes it to Ed who fixes it up again.. changing words here and there.. crossing out a sentence.. putting in a new one.. perhaps dropping an item.. suggesting that an item be included. When Ed is finished we are ready to go to bat-- almost. When he takes news copy he gives us his stuff. We check it for any errors of fact.. maybe call his attention to something that's not clear or might need amplification.. he's a very easy guy to see the light when our suggestion is valid. There's no argument. He either makes change or says: "yes, you're right.. but let's let it lay." By this time.. perhaps 7;15 or 7;30 the CBS newsroom editor comes in to Ed's offive.. reads over everything.. maybe he has a suggestion.. or catches a wrong fact. When He's through, Commercial announcer Bob Dixon comes in to work out the words Ed will use to turn the show over to him for the second commercial. Then we all sit back and gab.. about the merits of today's piece.. hunches for tomorrow.. what struck us funny or sad about the day's news files. Actually we start filling Ed in on the gory stuff we omitted from the script. Every few minutes JZ or JZ walks up to news tickers to see that no late bulletins have come in.. nothing that might change anything we have in the copy. Then Ed waits until about 7;44 p.m.. takes a drink of water.. goes into the studio.. braces himself.. waits the cue.. and says This is the news:

See CAMPBELL SOUP CO., Sponsor

See "Word for Today" - ERM with the News Contest

Columbia Broadcasting System, Inc.

F 565-9/48

Russell Rayerft

Edward R. Murrow

OFFICE COMMUNICATION

DFS

May 26, 1950 [Dancer-Fitzferald-Sample]

No one can now predict what the news budget will be on June 8, but I do not anticipate that the news will be so light as to permit the inclusion of the item regarding the dedication of the new million dollar research and administrative headquarters of the National Canners Association in Washington. If you want to leave it until that day, of course we will judge this news item in relation to the rest of the day's news. But, as I said, I doubt that it will warrant place in the news budget.

I do not feel that items of this sort, even though this one may be of particular interest to the sponsor, deserve a spot in the news portion of a broadcast unless the story can stand on its own merits. And that, I cannot tell at this time.

E.R.M.

DANCER-FITZGERALD-SAMPLE
INCORPORATED
347 MADISON AVENUE, NEW YORK 17

May 16, 1950

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

This letter is to confirm the conversation which I understand you had with Mr. Jones of Campbell Soup Company last week in regard to their intention to go off the air as of Friday, June 30, 1950.

We are sorry in more ways than one about this termination, but I am sure you understand our problem.

Sincerely yours,

H M Dancer

HMDancer/b

DFS

Columbia Broadcasting System
Warner Building
Washington, D.C.
April 17, 1950

Dear Ade:

The attached is somewhat self-explanatory. If you have any interest, you will find further details in the "New York Times" of today's date. I send it to you for what it's worth.

As ever yours,

Mr. Adrian Samish
Dancer-Fitzgerald-Sample, Inc.
247 Park Avenue
New York, New York

"Tobermory Galleon"

DFS

Columbia Broadcasting System
Warner Building
Washington, D.C.
April 4, 1950

Dear Ade:

For your information, here are a couple of extra-curricular jobs I have agreed to do in the course of the next few weeks:

Monday, April 17 - Guest appearance on a local TV show here in Washington, "Meet Mrs. Markel", 9:00-9:30 p.m.

Sunday, April 30 - A special event show on cancer for CBS, New York, 2:00-2:30 p.m.

Saturday, May 6 - Speak in Chicago at a luncheon meeting of the American Council on Education

Wednesday, May 10 - Speak at a luncheon meeting of the Advertising Club in Baltimore

As ever yours,

Mr. Adrian Samish
Dancer-Fitzgeral-Sample, Inc.
247 Park Avenue
New York, New York

D-F-S

Columbia Broadcasting System
Warner Building
Washington, D.C.

April 3, 1950

Dear Ade:

Here's a dictation draft of

the letter for Portland.

As ever yours,

Mr. Adrian Samish
Dancer-Fitzgerald-Sample-Inc.
247 Park Avenue
New York, New York

Columbia Broadcasting System
Warner Building
Washington, D.C.

April 3, 1950

Dear John:

Here's a dictation draft of

the letter for Portland.

As ever yours,

Mr. John Hoaglund
Campbell Soup Company
Camden, New Jersey

DRAFT

April 3, 1950

5-A-3

Dear _____:

I want to take this first opportunity after returning from the West Coast to send you my personal apology for failing to meet you for breakfast on Tuesday morning of last week. The circumstances surrounding this obvious, and for me, unprecedented, lapse of manners were as follows: I flew to Seattle on the weekend against doctor's orders while suffering from a severe cold and a secondary infection as a result of food poisoning picked up in England. The result of the flight was an aggravation of the infection and the stoppage of both ears. After receiving medical attention in Seattle, I flew to Portland, arriving late Monday night, and took a potent sleeping pill as instructed. When I came to, it was 11:00. I then discovered my chief editor, Jesse Zousmer, who was travelling with me, had left word at the hotel desk that I was ill and was not to be disturbed. Zousmer knew that I had a breakfast date but was not aware of its nature, and he was concerned to try and protect me from casual telephone calls. The result of all this miserable confusion was that the hotel did not call me and Mr. Ahrens was unable to reach me on the phone.

I would have attempted to communicate with you directly before leaving Portland, but we were scheduled to fly to San Francisco shortly after the broadcast where the Campbell Soup representatives had arranged another meeting for the next day, and I did not want to make a mess of things two days in a row.

In fifteen years of travelling and broadcasting, I have never missed scheduled air time and have never before had to write a letter of this kind. My chagrin and disappointment is increased with the knowledge that at the other breakfasts and luncheon meetings arranged by Campbell Soups along the Coast, I acquired much useful and stimulating information about economic and social conditions on the Coast.

I hope that you will accept my apology and that I may have the opportunity of meeting you when next I am in Portland.

Sincerely yours,

P.S. As a small token of my regret, I am sending you two albums of recordings which I hope you will accept from a might embarrassed reporter!

Campbell Soup Company
LOOK FOR THE RED-AND-WHITE LABEL

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

April Sixth
1950

Mr. Edward R. Murrow
Warner Building
Washington, D. C.

Dear Ed:

Am returning herewith proposed letter for the Portland people with one slight change. Attached also you will find a list of names of those men who attended the breakfast in Portland.

We will appreciate it if you would get a letter off to each of these men at your earliest convenience.

Yours very truly,

CAMPBELL SOUP COMPANY

John G. Hoagland/s

J. G. Hoagland
Supervisor--Radio Programs

JGH:JS

EDWARD R. MURROW BREAKFAST GUESTS

Mr. Juan Young, General Manager
Kienow's Food Stores
1401 S. E. Morrison
Portland, Oregon

Mr. H. E. Carr, Secretary-Manager
United Grocers, Inc.
1001 S. E. Water
Portland 14, Oregon

Mr. Tom Parker
Northwest Grocery Company
1845 S. E. 3rd
Portland 14, Oregon

Mr. S. F. Durkheimer
Wadhams & Company
839 S. E. 3rd
Portland 14, Oregon

Mr. Vic Allen
Safeway Stores, Inc.
1139 S. E. 3rd
Portland 14, Oregon

Mr. Wes Ortner
Columbia Food Company
211 S. E. Madison
Portland, Oregon

Mr. E. A. Chiles, Vice Pres.
Fred Meyer, Inc.
721 S. W. 4th
Portland 4, Oregon

Mr. A. G. Stevenson
Northwest Grocery Company
1845 S. E. 3rd
Portland 14, Oregon

Mr. Matt Baines
Piggly Wiggly Stores
601 N. E. 22nd
Portland, Oregon

Mr. W. H. Ehrman, Jr.
General Grocery Company
45 S. E. Ash
Portland 14, Oregon

Mr. Marion DuBois
Safeway Stores, Inc.
1139 S. E. 3rd
Portland 14, Oregon

Mr. Robert S. Parker
1235 S. E. 26th
Portland, Oregon

Vol I MM 800
Vol II MM 881

Record ordered
4/11/50
per "Columbia Records."

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

March 21, 1950

Dear Ed:

Sorry you couldn't get down to the farm, but I am glad to extend a rain-check, and will look forward to your getting down sometime when it is convenient.

If I don't see you before you go West, best of luck to you!

Most important of all, see if you can get that Seattle station time changed. That will really be worth the price for our friends in Camden.

I expect that they are going to ask you for some brief meetings with their local salesmen at various points. Sorry I can't be with you.

Sincerely,

Mr. Edward R. Murrow
Washington, D. C.

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

March 16, 1950

Mr. Edward R. Murrow
Radio Station WTOP
Washington, D. C.

Dear Ed:

In answer to your letter of March 10th regarding your trip to the west coast, Campbell has approved the move and we are now in the process of working out production details.

You will hear from Storrs Haynes promptly on these production details and Fred Leighty will check with you regarding certain meetings with Franco-American dealers that the Campbell Soup Company may have in mind.

Again, thanks so much for your cooperation in trying to work out the "Anne Marshall" idea with us the other day in the studio ... more on this later.

Warm regards.

Sincerely,

Adk

Adrian Samish

Noons

AS:LM

DFS

March 10, 1950

Dear Ade:

Regarding the trip to the West Coast: It is my plan to leave Washington on March 25th, originate in Seattle on the 27th, Portland, Oregon, on the 28th, San Francisco on the 29th and Hollywood on the 30th and 31st, and fly back to Washington over the weekend.

The format of the show will remain unchanged. I expect that in each of these cities, I will probably interview one or more local newspaper editors, but we shall have to see about that.

It will probably be necessary to take Zousmer to the Coast with me, but he will stay in Los Angeles and teletype the hard copy to me from there.

As ever yours,

Mr. Adrian Samish
Danoer-Fitzgerald-Sample, Inc.
247 Park Avenue
New York, New York

cc: Mr. Chester

DFS

February 3, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the names of the winners of the "Word for Today" contest on Wednesday and Thursday of this week:

February 1: Mrs. Peter Stacey
13209 Buffalo
Detroit, Michigan

February 2: Mrs. Ernest Bonyhadi
24 East Hillwood Avenue
Orangeburg, New York

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

February 7, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest on the Edward R. Murrow program for February 3:

Mrs. Louise Muldrow
2009½ Central Avenue
Tampa, Florida

This is the final winner in the contest.

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

D-7-5

February 1, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest for January 31:

Mrs. Charles Oliver
Bloomfield, Missouri

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 31, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest for January 30:

Lorry Jacobs
P. O. Box 6283
Dallas, Texas

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 30, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest for January 27:

Mrs. Louis Boeckman
Albers, Illinois

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 27, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest on January 26:

Ida Klein
1923 Crane Avenue
Cincinnati, Ohio

Sincerely,

Fred T. Leighty/ef
Mr. Hoagland

DFS

January 26, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest on the Edward R. Murrow program for January 25:

Mrs. L. S. Morrison
21 Ten Acre Lane
West Hartford, Connecticut

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 25, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the Edward R. Murrow "Word for Today" contest for January 24:

Mrs. Patsy Harp
117 East St. Catherine
Louisville, Kentucky

Sincerely,

Fred T. Leighty/ef
cc: Mr. Hoagland

DFS

January 24, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on last night's broadcast:

January 23 — Mrs. Blanche Clark
Lake
Scott County
Mississippi

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 23, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the names of the winners of the "Word for Today" contest for last Thursday and Friday:

January 19: Frank Harrod
506 East Mount Hope
Lansing, Michigan

January 20: Mrs. Russell Augsburger
Route 2
Bluffton, Ohio

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

January 20, 1950

Mr. Edward R. Murrow
485 Madison Avenue
New York City

Dear Ed:

I thought your broadcast from Dayton last night was one of the best yet! It makes me think that Editors, such as you used last night, would be even better perhaps, from the general news standpoint, than the Governor idea that had been discussed previously. It should also lead to some good local publicity releases and promotion, if planned that way.

Anyway I thought it was swell, and hope you got that 'piggy-back' ride. I will be interested in learning.

Sincerely,

HMDancer
p

DFS

January 19, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on Murrow's program of January 18:

Mr. John Irwin
Box 55
Jacksonville, Michigan

Very truly yours,

Fred T. Leighty
cc: Mr. J. G. Hoagland

DFS

January 18, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program last night:

Isabelle Leslie
1367 Burns Avenue
St. Paul, Minnesota

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 18, 1950

Dear Storrs:

About plans: I'm leaving New York for London 4:00 PM, February 17th; returning to New York, the weekend of March 4th; remaining in New York for a week then working out of Washington for a month or six weeks.

During my absence in London someone--probably Larry Lesueur--will do the hard news from here and I will pick up the end six or seven minutes from there.

As ever yours,

Mr. Storrs Haynes
Dancer-Fitzgerald-Sample, Inc.
247 Park Avenue
New York, New York

PFS

January 17, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the winners of the "Word for Today" contest on last Friday and yesterday:

January 13: Ann Honeycutt
22 East 66 Street
New York City

January 16: Louisa Peat
Box 449
Falmouth, Massachusetts

Sincerely,

Fred T. Leighty/ef

cc: Mr. J. G. Hoagland

D-7-5

January 13, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the names of the winners of the "Word for Today" contest on Wednesday and Thursday of this week:

January 11: Mary Hoffman
Box 247
Black Mountain, North Carolina

January 12: Mrs. Viola Smith
225 Sheldon Avenue
Ames, Iowa

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 11, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the names of the winners of the Edward R. Murrow "Word for Today" contest on Monday and Tuesday of this week:

January 9: Mrs. Martha Parkhurst
218 Belmont Avenue
Oneida, New York

January 10: Mrs. Roy Parks
Emmetsburg, Iowa

Very truly yours,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DFS

January 9, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Murrow show last Friday, January 6:

Mayor Earl J. Glade
Salt Lake City Corporation
Salt Lake City, Utah

Sincerely,

Fred T. Leighty
cc: Mr. J. G. Hoagland

D-F-S

January 6, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the Edward R. Murrow "Word for Today" contest for January 5:

Miss Cyrilla Fladung
2920 Edmondson Avenue
Baltimore, Maryland

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

D.-7.-5.

January 5, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the names of the winners of the "Word for Today" contest as announced on the Murrow programs of January 3 and 4.

January 3	W. Harold Berun 2700 Prospect Avenue Ft. Myers, Florida
January 4	Jeannette Martin 4463 Bessie St. Louis, Missouri

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

D.-7.-S.

January 3, 1950

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following are the names of the winners of the "Word for Today" contest on the Edward R. Murrow program since last Thursday:

December 29, 1949	Harvey Alford Har-Mar Farms RFD #1 Marcellus, N. Y.
December 30, 1949	Mrs. William Hancock 514 East Jackson Street Kokomo, Indiana
January 2, 1950	Bessie Parks 26 East 14 Street Indianapolis, Indiana

Sincerely yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

Mr. Murrow

D. F. S.

December 29, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Mrs. F. Dilks

Gentlemen:

Following is the name of the winner of the Edward R. Murrow "Word for Today" contest as announced on last night's broadcast, December 28:

Mrs. J. H. Maratta
1012 Louisiana Street
Little Rock, Arkansas

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

D-F-S

December 27, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following are the winners of the "Word for Today" contest on the Edward R. Murrow program for last Friday and last night:

December 23	Miss Lola Zautner 606 Main Street Whitewater, Wisconsin
December 26	Mrs. S. N. Lenz 2405 8th Avenue, N. Great Falls, Montana

Sincerely,

Fred T. Leighty/ef

cc: Mr. J. G. Hoagland

DF-S

December 23, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the Edward R. Murrow "Word for Today" contest on December 22:

Mrs. Bess Pryor
214 Stockton Street
Hightstown, New Jersey

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

Dancer

December 22, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following are the names of the winners of the "Word for Today" contest on the Edward R. Murrow program for Tuesday and Wednesday of this week:

December 20: Mrs. Venon May
Route 2
Fayette, Alabama

December 21: Mrs. Mildred Flowers
4263 West Anderson Road
South Euclid, Ohio

Sincerely,

Fred T. Leighty/ef

Dancer

December 20, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following are the names of the winners of the "Word for Today" contest on the Murrow program for November 16 and November 19:

November 16	Mrs. Grace McKibben Route 4 New Matamoras, Ohio
November 19	David Lawrence 1623 Belmont Avenue Chicago, Illinois

Sincerely,

Fred T. Leighty
cc: Mr. Hoagland

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

December 19, 1949

Mr. Edward R. Murrow
485 Madison Avenue
New York, N. Y.

Dear Ed:

I checked with the Campbell Soup Company about your request that they send some of their products to the town of Shallimar. John Hoagland of Campbell's asked me to regretfully tell you that, as much as they would like to go along with your suggestion, company policy precludes doing this.

John explained that Campbells have been asked before to make similar food contributions to equally worthy causes and they have made a policy of not complying with such requests. They explain that, if they did this even once, they would have to continue the practice and such a course would eventually cost them more than they could afford.

Best regards.

Cordially,

Adrian Samish

AS:LM

Dancer

December 16, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest on the Edward R. Murrow program of December 15:

Mrs. Evelyn Buehning
P. O. Box 254
Gering, Nebraska

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

DF&S

December 15, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following are the winners of the Edward R. Murrow "Word for Today" contest for Tuesday and Wednesday of this week:

December 13: Mrs. Jack Jordan
Marine on St. Croix
Minneapolis, Minnesota

December 14: Max Herzoff
1515 Court Street
Sioux City, Iowa

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

D.F.B.

December 13, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of December 12:

Mrs. H. Jacobson
801 West 18 Street
Vancouver, Washington

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

SP

DANCER-FITZGERALD-SAMPLE
INCORPORATED
CHICAGO · NEW YORK · HOLLYWOOD · TORONTO

247 PARK AVENUE, NEW YORK 17

December 12, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

For your information, Campbell Soup Company have decided to continue the "I Can Hear It Now" albums as part of the prize structure on the Murrow contest up through December 23.

We have advised Columbia Records, Inc., of this decision and assume it will be okay with them.

Regards,

Fred Leighty

Fred T. Leighty/ef

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

December 12, 1949

Mr. Edward R. Murrow
485 Madison Avenue
New York, N. Y.

Dear Ed:

I have been catching up on last week's reading, in the course of which I delightedly read the Post article.

Congratulations. It's terrific!

Best.

Sincerely,

Adrian Samish

AS:LM

D.F.S

December 12, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the Edward R. Murrow "Word for Today" Contest on December 9:

Miss Ema Kinney
514 Hollywood Avenue, West
Detroit, Michigan

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

Dancer

December 9, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of December 8:

Mrs. S. H. Pruitt
44 Baker Street
Oglethorpe, Georgia

Very truly yours,

Fred T. Leighty/ef

Dancer

December 8, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the Edward R. Murrow "Word for Today" contest for December 7:

Mrs. R. W. Ruchhoft
518 East Grant Street
Appleton, Wisconsin

Very truly yours,

Fred T. Leighty/ef

Dancer

December 7, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of December 6:

Clifford Kennedy
91 Sumter Street
Providence, Rhode Island

Very truly yours,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

Dancer

December 6, 1949

~~Campbell~~ Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of December 5:

E. M. Mahoney
1406 Waverly
Houston, Texas

Sincerely,

Fred T. Leighty/ef
cc: Mr. Hoagland

Dancer

December 5, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reinert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest on the Edward R. Murrow show as announced on the broadcast of December 2:

Mrs. Anna Stone
54 Park Avenue
Monongahela, Pennsylvania

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

Dancer

December 2, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner on the Edward R. Murrow "Word for Today" contest of December 1:

H. L. Perkins
632 North Poplar
Fostoria, Ohio

Very truly yours,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

Dancer

December 1, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program on November 30:

Charles Hoffman
Route #3
Litits, Pennsylvania

Very truly yours,

Fred T. Leighty/ef

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

December 1, 1949

CONFIDENTIAL

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

Thanks so much for your note.

I think it best that I simply hold it in my file and not pass it along to Campbell Soup as I don't think we will have any more repercussions on the particular broadcast and I think it probably wise to forget it. However, if the client asks me to get deeper into the matter, I'll use the letter then.

Best to you.

Sincerely,

Adrian Samish

AS:LM

Personal

November 30, 1949

CONFIDENTIAL

Mr. Adrian Samish
Dancer-Fitzgerald-Sample, Inc.
247 Park Avenue
New York, N. Y.

Dear Ade:

Further re our telephone conversation regarding last night's piece on Louis Johnson: I stated that he has a press policy described as "under the table", and gave two examples of that practice. If time permitted, I could have given four others.

The passage that referred to the British ability to maintain their existing defense commitments I secured in private and cinfidential conversation from Ernest Bevin. The anonymous military experts I quoted or paraphrased were General Omar Bradley and the British General Slim.

The conclusion regarding the inadequacy of a billion a year for three or four years for our military aid program was further confirmed in an off-the-record session with Field Marshal Montgomery.

I have no personal animus against Johnson, and after rereading the piece I cannot but feel that it conforms in every particular to the news policy laid down in my contract.

The above information is of course confidential, but I have no objection to your passing it on to the interested individual at the Campbell Soup Company if you feel it advisable.

I only wish that my sources were always so good.

As ever yours,

Mr. Murrow

Dancer

November 30, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 29:

Leonard Wozny
5108 Midwood Avenue
Baltimore, Maryland

Sincerely,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

Dancer

November 29, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 28:

Mrs. A. R. Darga
Beaver, Wisconsin

Very truly yours,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

Dancer

November 28, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 25:

Phyllis Wirth
3800 West 47th Street
Kansas City, Kansas

Very truly yours,

Fred T. Leighty/ef
cc: Mr. J. G. Hoagland

DANCER-FITZGERALD-SAMPLE
INCORPORATED
CHICAGO NEW YORK · HOLLYWOOD · TORONTO

247 PARK AVENUE, NEW YORK 17

November 28, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Enclosed is the contest copy incorporating the offer of the "I Can Hear It Now" albums as part of the prize.

We would like to start using this copy tonight and would appreciate your looking it over and letting us know if it meets with your approval.

Very truly yours,

Fred Leighty

Fred T. Leighty/ef

(JINGLE)

33-48-

ROW: (WORD FOR TODAY ... ending with "Good night and good luck.")

CR: The word for today came from (FILL IN NAME AND TOWN OF WINNER), and for his contribution, we're mailing him a check for one hundred dollars plus Volumes 1 and 2 of "I Can Hear It Now" -- Columbia's famous recordings of important events of the last decade, exactly as taken off the air, with commentary by Edward R. Murrow. Each weekday we send one hundred dollars and these two five-record albums of "I Can Hear It Now" to the person submitting the Word for Today used on this broadcast. Your entry can be a famous saying, or a quotation. Write your quotation and its source, along with your name and address, on the back of a Franco-American Spaghetti label and mail it to Edward R. Murrow, Box 10, New York 46, New York. That's Edward R. Murrow, Box 10, New York 46, New York. Entries will be judged on the basis of originality, interest, aptness and clarity of presentation. Entries received through Thursday of each week will be eligible for awards during the following week. The decision of the judges is final.

Duplicate prizes will be awarded in case of ties. All entries become the property of the makers of Franco-American Spaghetti and none will be returned.

(Pause)

Dancer

November 25, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following are the names of the winners of the "Word for Today" contest on the Edward R. Murrow show for November 23 and November 24:

November 23 - Mrs. Joe Zimmerman
7117 21 Avenue
Kenosha, Wisconsin

November 24 - Mrs. R. J. Malenck
P. O. Box 6
Mass, Michigan

and

Mrs. C. O. Spillman
18 Chestnut Street
Berea, Kentucky

Mr. Murrow selected two winners for Thanksgiving Day.

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

November 23, 1949

Dear Mix:

The turkey arrived and we are already working on it. It is excellent. If in the course of the next few days I seem to hurry the closing portion of the show, you will appreciate that it reflects my anxiety to get home and continue the work of demolishing that wonderful bird.

Thanks again.

As ever yours,

Mr. H. M. Dancer
Dancer-Fitzgerald-Sample, Inc.
247 Park Avenue
New York, New York

Dancer-Fitzgerald-Sample November 23, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner on the "Word for Today" contest as announced on the Edward R. Murrow program of November 22:

Mrs. Bernice Raines
408 East Calvert Street
South Bend, Indiana

Very truly yours,

Fred T. Leighty/ef
CC: Mr. J. G. Hoagland

D.-F.-S

November 22, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

The winner of the "Word for Today" contest as announced on Edward R. Murrow's broadcast of November 21 is as follows:

Mrs. E. W. Foerster
1815 Catharine Street
Salt Lake City, Utah

Very truly yours,

Fred T. Leighty/ef

cc: Mr. Hoagland

DANCER - FITZGERALD - SAMPLE, Inc. Blind copy: Mr. E. R. Murrow

November 21, 1949

Mr. William S. Paley, Chairman of the Board
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Bill:

As I told you over the phone from Camden Friday, we are under real pressure down there to improve the rating we are getting on Murrow on the West Coast. I appreciate what you tell us about the Peter Paul situation, Bill, but just let me point out two or three other things:

No. 1. In the Murrow program you have the finest Newscaster on the air. He is your talent and we want to give him the very best possible break. We are now getting a very, very poor rating which we believe could be improved by 2-3 points at least, by moving to 5:45 on the coast.

No. 2. Moving to 5:00 might be a bit of a help to us inasmuch as sets in use are slightly higher, but there are two factors in this move which might work decidedly against us.

The first of these is that we are running against tough kid program competition which might leave us with a lower rating than at present; and while we don't know what you plan to put in 4:45-5:00, if we should make this move, we do know that Kaltenborn is currently opposite Murrow at 4:45 and it is possible, if we get this move to 5:00, that the News seekers might simply switch to Kaltenborn and we would again lose considerable of this audience at 5:00.

No. 3. We are familiar with Peter Paul's use of not only your owned and operated stations, but also ABC's and NBC's owned and operated stations. They seem to have been quite successful in obtaining these clearances regardless of the stations network affiliations.

DANCER - FITZGERALD - SAMPLE, Inc.

Mr. William S. Paley November 21, 1949

No. 4. We also know that both in the case of Procter & Gamble and General Mills, who have been good advertisers on CBS, that they have been preempted by CBS radio sales on several occasions so you would not be establishing any real precedent if you should move Mounds in favor of Campbell on your two owned and operated stations.

No. 5. Finally, your Sales Department offered us 5:45-5:55 for repeat on Murrow if we take the entire coast for 10 minutes. Because of line charges, however, and also Mr. Murrow's and our feeling that the 10 minutes would be hard to program, this was turned down.

The net of this is, Bill, that we do really recognize the very tough spot you are in, but when we consider all the pros and cons we want to ask you very, very seriously to give us your assurance that you will clear for us your two owned and operated stations and help us with Seattle to get KIRO on the air. With these three stations cleared we would continue the balance of the West Coast at the current direct line time -- 4:15 -- until the stations individually might clear the full 15 minute spot and we would pick them as they came along.

You understand, Bill, that your Sales Department -- Messrs. Gittinger, Fagan and McCarthy -- has told us on several occasions, and as recently as last week, if we bought the line they would give us Murrow live 5:45-5:55 West Coast time.

We feel in fairness to Ed Murrow and in fairness to Campbell Soup that we should get this improvement on this broadcast on the West Coast.

Sincerely,

HMDancer
p

W. F. S

November 21, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program on November 18:

W. G. Turner
Route 3
Dunn, North Carolina

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

DANCER-FITZGERALD-SAMPLE
INCORPORATED
CHICAGO · NEW YORK · HOLLYWOOD · TORONTO

247 PARK AVENUE, NEW YORK 17

November 21, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

On the research job which we are conducting among entrants to the "Word for Today" contest, it has been decided to use a special Dancer-Fitzgerald-Sample Research Department letterhead in place of your personal letterhead.

We appreciate your willingness to go along with us in the use of your letterhead if we felt it was important. After considering all aspects of the problem, we have decided the best way to proceed is as noted above.

Thanks again for your cooperation.

Regards,

Fred Leighty

Fred T. Leighty/ef

Columbia Broadcasting System, Inc.

F. 563-7/49

OFFICE COMMUNICATION

To Mr. H. M. Dancer F + S.

From Edward R. Murrow

Station

November 18, 1949

Thursday night show, November 17th

Couldn't resist the Barkley piece. It seemed to me to provide us with a useful change of pace.

E. R. M.

Dancer-Fitz-S.

November 18, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Gentlemen:

Attention of Miss A. Reimert

The name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow broadcast of November 17 is as follows:

Mrs. Irene Solomon
Box 61
Mena, Arkansas

Very truly yours,

Fred T. Leighty/ef
cc: Mr. Hoagland

Dancer - Fitz & S.

November 18, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

The winner of the "Word for Today" contest as announced on the Edward R. Murrow program for November 16 is as follows:

Miss Halle Kelton
114 Fairfield Street
St. Albans, Vermont

Very truly yours,

Fred T. Leighty/ef

cc: Mr. J. G. Hoagland

Columbia Broadcasting System, Inc.

F. 565-7/49

To Mr. H. M. Dancer Fitzgerald-Sample

OFFICE COMMUNICATION

From Edward R. Murrow

Station

November 16, 1949

Wednesday night show, November 16th

Tonight I would have been tempted to do a piece on the western powers' reiterated demands that the Russians lift the Iron Curtain, allow free movement of persons, periodicals, etc. This is a theme that runs through every speech by a western spokesman. The American people should understand the strategy behind this approach if they are to understand why the Russians must refuse it. The objective is quite simply the hope that the Russian people, in due course, would overthrow or radically modify their present form of government. This would not have been a popular piece, but it requires to be said.

E.R.M.

cc: Mr. Murrow's office

November 16, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program for November 15:

Miss Juliette Morgan
101 Mastin Lane
Montgomery, Alabama

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

Fred T. Leighty/ef
cc: Mr. Hoagland

Columbia Broadcasting System, Inc.

F. 563-7/49

OFFICE COMMUNICATION

To Mr. H. M. Dancer - Fitzgerald-Sample

From Edward R. Murrow

Station

November 16, 1949

Tuesday night show, November 15th

Leave it lay. It was a turkey. I should have shot myself at 7:44:30.

E.R.M.

November 15, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention: Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 14:

Edward Beattie
Box 322
Washington Heights
Roanoke, Virginia

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

Fred T. Leighty/ef

Dancer-Fitzgerald etc

November 14, 1949

Dear Mr. Leighty:

This is in response to your letter of November 14th.

I am willing and indeed anxious to participate in any way in making my news broadcasts a suitable and effective instrument for advertising Franco-American products.

Your suggestion of a questionnaire involves the use of my name in connection with research into consumer practices and preferences. I cannot feel that this is a legitimate function for a news broadcaster and unless there are overriding reasons with which I am not familiar, I would prefer that this research be not conducted over my signature.

As you may be aware, this office is already in receipt of considerable correspondence from disappointed and disgruntled entrants in this contest--a type of correspondence which we are frankly not equipped to handle.

Sincerely yours,

Mr. Fred T. Leighty
Dancer-Fitzgerald-Sample Inc.
247 Park Avenue
New York 17, New York

DANCER-FITZGERALD-SAMPLE
INCORPORATED
CHICAGO NEW YORK · HOLLYWOOD · TORONTO

247 PARK AVENUE, NEW YORK 17

November 14, 1949

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

As I mentioned to your secretary this morning in connection with the research we are doing on the "Word for Today" contest we would like permission to send out this questionnaire on your letterhead and over your signature.

In our judgment, this will assure a much greater response than if the letter comes from either the agency or Campbell Soup Company.

The cost of the letterheads would, of course, be paid for by Campbell Soup Company, and all of the work involved will be handled by the Reuben H. Donnelley Company, including the signing of the letters.

We plan to send out letters to 1,000 entrants on the pilot study and eventually to a total of 10,000 entrants on the complete study.

We would appreciate your approval on going ahead on the above basis.

Sincerely yours,

DANCER-FITZGERALD-SAMPLE, INC.

Fred Leighty

Vice President and Secretary

Fred T. Leighty/ef

(Suggested letter to Edward R. Murrow Contest Entrants)

Dear Mrs. :

I want you to know how much I appreciated receiving your suggested quotation for the "Word For Today" even though it was not granted a prize by the judges of the contest. The response of listeners like yourself is most gratifying. I hope that you will continue to enjoy our broadcasts.

As you know, these broadcasts are made possible by the makers of Franco-American Spaghetti. It would be a great favor to them if you would answer the questions on the enclosed post card and return it to me.

I will be very much interested in hearing from you and will appreciate your cooperation. Just jot your answers down on the card, which requires no postage, and drop it in the mail box.

Sincerely,

Edward R. Murrow

ERM:eaf

P. S. When you reply and confirm your address, I'll send you a complimentary copy of the new Cook Book, "Easy Ways to Good Meals", published by Campbell Soup Company, makers of Franco-American Spaghetti.

(Suggested questionnaire to be sent out on stamped post card)

About the can of Franco-American Spaghetti from which you took the label to enter the contest:

1. Was this the first time you have used Franco-American Spaghetti? Yes ____ No ____

2. Have you served Franco-American Spaghetti since then? Yes ____ No ____
   If yes, how many times? ____

3. If this was not the first time you used Franco-American Spaghetti, how long have you been using it? _____

Name _____
Address _____
_____

November 14, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 11:

Mr. Alvin Schow
323 South 1st Street
Lehi, Utah

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

Fred T. Leighty/ef
cc: Mr. Hoagland

Columbia Broadcasting System, Inc.

F. 565-7/49

Mr. H. M. Dancer Fitzgerald-Sample

Edward R. Murrow

OFFICE COMMUNICATION

November 14, 1949

Monday night show, November 14th

Instead of tying the tail piece to the UN and Senator Thomas' blathering, I would have been tempted to try a piece debunking the contention still heard in Washington and often appearing in print that we are not interfering in the affairs of Europe. We are interfering almost every day; it is inevitable that we should; and it can be proved that we are.

E.R.M.

November 11, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" Contest as announced on the Edward R. Murrow program of November 10:

Mrs. Joe Shields
601 24th Street
Columbus, Georgia

Very truly yours,

SP

DANCER-FITZGERALD-SAMPLE, INC.

Fred T. Leighty/ef

cc: Mr. Hoagland

Dancer-Fitzgerald-Sample

November 10, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 9:

Mr. Frederick Ferree
3640 North Meridian Street
Indianapolis, Indiana

Very truly yours,

Fred T. Leighty/af
cc: Mr. Hoagland
Mr. Murrow's office ✓

November 9, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest on the Edward R. Murrow program as announced on the broadcast of November 8:

Mrs. Madeline Wright
Burleigh Road
Wilbraham, Massachusetts

Very truly yours,

DAINCHER-FITZGERALD-SAMPLE, INC.

SP

Fred T. Leighty/ef
cc: Mr. Hoagland
Mr. Murrow's office ✓

cc: Mr. Murrow's office

November 8, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program for November 7:

Mrs. Dolores Cain
Crickett Dell
R. F. D. #3
West Chester, Pennsylvania

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

Fred T. Leighty/ef

November 7, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reinert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow program of November 4:

Mrs. Jane Caulfield
244 Spencer Street
Rochester, New York

Confirming the information given you in my memorandum of November 2, following is the name of the winner announced on November 1:

Mr. Arthur Eckberg
5438 Kenwood
Chicago, Illinois

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

SP

Fred T. Leighty/ef
cc: Mr. Hoagland
Mr. Murrow's office

November 4, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on Edward R. Murrow's program of November 3:

Mrs. A. L. Rupert
Route 2, Box 206
Marinette, Wisconsin

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

SP

Vice President and Secretary

Fred T. Leighty/ef
cc: Mr. Hoagland
Mr. Murrow's office ✓

Columbia Broadcasting System, Inc.

F. 565-7/49

Mr. Dancer SP

Mr. Murrow

OFFICE COMMUNICATION

November 2, 1949

The attached is self-explanatory, disturbing, not surprising -- and there are other things I could say about it -- but I'll desist. I assume that someone in your shop will reply to this epistle.

E. R. M.

November 3rd, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reinert

Gentlemen:

Following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow broadcast for November 2nd:

Mrs. Thomas Melville
5455 Hollywood Avenue
Maple Heights, Ohio

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC.

SP

Vice President and Secretary

Fred T. Leighty/lr
cc: Mr. Hoagland

Mr. Murrow's office

November 2, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Confirming Miss Fleming's telephone conversation with you this morning, following is the name of the winner of the "Word for Today" contest as announced on the Edward R. Murrow broadcast for November 1:

Mr. Arthur Eckberg
5438 Kenwood
Chicago, Illinois

Very truly yours,

SP

BANCHER-FITZGERALD-SAMPLE, INC.

Vice President and Secretary

Fred T. Leighty/ef
cc: Mr. Hoagland
Mr. Murrow's office

November 1, 1949

Campbell Soup Company
100 Market Street
Camden, New Jersey

Attention of Miss A. Reimert

Gentlemen:

Confirming Miss Fleming's telephone conversation with you this morning, following is the name of the winner of the "Word for Today" contest, as announced on the Edward R. Murrow broadcast for October 31:

Mrs. Russell Augsburger
Route #2
Bluffton, Ohio

Answering your request, we are also listing the names of the winners for October 27 and October 28:

October 27: Mr. William Willard
3412 First Avenue
Richmond, Virginia

October 28: Mr. George Van Gundy
34 Castle Shannon Boulevard
Pittsburgh, Pennsylvania

Very truly yours,

DANCER-FITZGERALD-SAMPLE, INC. SP

Vice President and Secretary

Fred T. Leighty/ef
cc: Mr. Hoagland
Mr. Murrow's office ✓

DANCER-FITZGERALD-SAMPLE
INCORPORATED
247 PARK AVENUE, NEW YORK 17

October 28, 1949

Mr. E. R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

I was very much interested in Mrs. Acheson's note to you.

Have written Mr. Budd per attached.

Cordially yours,

HMDancer:l
att.

(no attachments)

October 28, 1949

Mr. R. M. Budd
Campbell Soup Company
Camden, New Jersey

Dear Rex:

I thought you would be interested in the attached note from Mr. Murrow and copy of a letter Mrs. Dean Acheson wrote regarding "Word for Today."

This is one of the angles you, Mr. Jones and I discussed, and I think we should again seriously consider the reflection and overall character the Murrow News Program may get from the contest and, particularly, the change in the values involved in "The Word for Today."

Perhaps we can talk this over next Thursday when I am in Camden.

Sincerely,

HMDancer
p

COPY

Katz, Joseph

December 1, 1958

Mr. Milton Stark
Stark Films
Howard & Centre Streets
Baltimore 1, Md.

Dear Mr. Stark:

Thank you for your letter of November 26 and the photograph of Joe Katz. It was kind of you to send it.

I should be very pleased to see you when you are in town. Perhaps you would be kind enough to let me know when you plan to come to New York, so that we can make a definite appointment.

Sincerely yours,

ERM:skh

STARK FILMS

MOTION PICTURE PRODUCERS SINCE 1920

November 26
1 9 5 8

HOWARD & CENTRE STS.
BALTIMORE 1, MARYLAND
LEXINGTON 9-3391

Will see

Mr.Edward R.Murrow,
C.B.S.
485 Madison Ave.,
New York N.Y.

Dear Mr.Murrow:-

I had the pleasure of meeting you in Baltimore when you addressed the Advertising Club.That was B.B.(Before Banquet). You were introduced by our late mutual friend - Joseph Katz - whom I was rather close to for over 30 years.

It is a fact that your original ideas in news and feature reporting are always way ahead of the "follow-the-leader" group. That's why I would like to talk with you,in New York,at your convenience.

Specifically 3 ideas for 3 films ....
POPULATION -- WATER -- NARCOTIC CLINICS

May I see you soon ?

Yours very truly,

Milton Stark
STARK-FILMS

MS-rm.

P.S. I am mailing you a color blow up from a stereo picture I took of Joe and Police Commissioner just before Joe passed away.

Very thanks !

Katz Joe

THE JOSEPH KATZ COMPANY *Advertising*

Address your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, AMOCO BUILDING
555 FIFTH AVE.

June 10th
1 9 5 8

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Ed:

This fellow Mike Hughes is one of the editors of Tide Magazine. The piece is a little rambling but it makes a lot of hoss sense - and I thought you'd like to see it.

Howya bin? I'm coming up soon to collect that meal. Be sure there's some chopped liver around.

You're doing a great job, as usual.

My best to you and that smart, good-looking wife of yours. I miss you both!

Sincerely

Joseph Katz

JK/gm

Dear Joe -
Kind regards
- Mike Hughes

To whom it may concern:

170 million Americans

The attached piece results from one man's research into "The Seven Last Days of America."

A number of his fellow Americans who have read it -- educators, editors, publicists, business men; Republicans and Democrats -- agree that his findings are too terribly true.

One of them is sending this report to you.

We trust that you and others who receive it also will agree; that you will add to our efforts; that many more will multiply them.

This project will take a lot of work. . .in so little time.

"The Seven Last Days of America" is not copyrighted.

It is not being submitted to anyone "for sale."

You may quote from it or reproduce it, with or without credit.

You may publish it; read it from pulpit or rostrum; examine it in classroom; use it or part of it in a movie or TV or radio show; write a play or novel from it; run it as an advertisement.

You may -- and we trust you will -- tell it to all within hearing of your voice and within sight of your pen.

Ours being, still, a free country. . .you may debate, praise, damn or correct "The Seven Last Days." But if you can visualize, as we do, its awful realities, please reproduce it. Add your comments. Improve on it. But spread this word.

Don't tell us what you think. Tell others.

This is a big problem. It may be the biggest problem -- the greatest crisis -- America ever has had to meet.

We trust that this "chain letter" will fission a chain reaction.

You can help to light -- and spread -- this spark.

The Seven Last Days of America

(as painfully pieced together

from few surviving records

by L. M. Hughes)

Day 7: On June 28, 1958, these self-named Americans (though theirs was but one of 25 countries in the Americas) met the warnings calmly. Indeed, on that Saturday, when reports of a forthcoming attack reached them, many thought the voices from their electronic boxes were simply striving unusually hard to sell them something.

The Americans were more worried about the cool and rainy weather, and especially about their economic climate.

They went out in gasoline-powered vehicles to buy a week's necessities, and returned home to plan, as their means permitted, to enjoy a custom called the Long Fourth of July Weekend. The fact that some foreigner named Krushchev was reported to have set July 4 to proclaim One Red World was not going to deter them.

America's ambassador to Russia duly passed this word on to his country's capital, Washington, whence it was forwarded to the president, Eisenhower, down in Georgia. Eisenhower laid down his niblick and issued a strong statement on America's "retaliatory power:" Should Russia knock America off the earth, America would reciprocate. He finished the game with an 87.

In view of the weather and his recent indisposition, Americans agreed that an 87 was indeed good. They hoped "Ike didn't get his feet wet." Ike was a name still used by some to express esteem for a man who had risen from simple boyhood in Abilene, Kansas, to high military and political positions. Because Eisenhower (unlike his predecessor as president) shunned controversy and even decisions, he stood as a large common denominator. He believed that, so long as nothing was tampered with, everything would get better.

This policy was echoed by the substitute president Nixon, who helped Eisenhower guide the Executive or do-something branch of the government, to which both had been elected by the Publicans or money-collectors.

The Legislature, however, was supposed to be controlled by the rival Demi-Crats or half-rulers, under a Johnson and a Rayburn, both of whom came from the wide, windy waste of Texas. Another influential state or condition was the smoky desert of California, where people were paid for play-acting to create illusions for the moving screens on which all Americans fed.

Except when seeking money, the various states were jealously independent. Those in the South, especially, clung to ancient languages and prejudices. For example, they made much of the color of human skins, and their whites segregated themselves from the darker ones. Though a white man might make love to a black woman, a black man must not make love to a white woman. This, in the South and elsewhere, was regarded as protecting a woman's honor. American white men kept their white women on pedestals, at least until 9 p.m.

When traveling abroad all Americans spoke of their honor and other attributes. Among these were their material possessions or standard of living.

One traveler was Dulles, who mended foreign relations and boasted: "Thrice have I rescued America from the brink of war." Yet some there were who said that Dulles "lays down the moral law, as one of the righteous to the unrighteous." The ability to speak thus of him stemmed from an American Right of Free Speech. . .

That Saturday, June 28, Dulles was emplaning for Syria to tell Shukri al-Kuwatly about Presbyterian salvation. Nixon was in California exhorting the local Publicans. During a card game with magnates who made Coca-Cola and Four Roses Eisenhower (who was dummy) emphasized that "the firm policy of the government is to foster recovery in every sound way."

Day 6: On June 29 the Americans reacted somewhat less to more invasion reports because Sunday was a day of unusual rest.

That morning many slept but some donned newest raiment and drove to meeting places to exercise Free Religion. This was a right permitting each American to choose or create his own god.

Though non-united the Americans in many ways were uniform. All women discarded their clothes every season on the dictates of Fashion. At this time their clothes hung loosely like the earlier Roman togas. In all seasons men wore three-button sack suits of neutral colors.

Both sexes had narrow shoulders, round fronts and broad rears. Older men wore hair all over except on their heads. Older women colored their hair and rebuilt their faces to look younger. And all women applied strong lotions and then deodorants to their bodies in the hope of luring their husbands and other men.

On this cool and rainy Sunday many Americans did their sitting at home instead of on the crowded highways. Some read from piles of printed and colored pulp of things they might buy if they had the money. Proclaimers of such things were called advertisers. The men who made the pulp-piles, or publishers, enjoyed Freedom of the Press. This entitled them to print as many proclamations as they could sell. Between proclamations they inserted strings of words called news and features, which told the people of trends and developments in sports, sex and shootings.

Murder was popular. Around electronic boxes parents and children gathered to enjoy pictures of bloodshed, particularly in The West. These pictures, showing white men killing red men, evoked in Americans the pioneering spirit of their ancestors. Mothers admired and fathers envied the handsome, athletic murderers, and boys, and even girls, emulated them with toy shooting irons. Older boys formed societies for more serious shooting in the streets.

But otherwise the Americans were a peace-loving nation. They preferred to do their killing at home, among one another.

The top page of each pulp pile bore a likeness of Eisenhower engaged in a popular pastime. One day he would be shown shooting in the South and the next fishing in the Rockies. Then he would retire to his farm in Pennsylvania to be photographed feeding prize steers to identify him with the farmers. Beauticians glowed when he appeared flying his wife to a fountain of youth in Arizona, and pastors reminded their flocks that every Sunday their president appeared leaving some farflung church.

On Sunday evening many saw their shooting on large screens in theaters and, despite the weather, even out-of-doors, sitting in their vehicles. But others preferred to sit home and play at cards, and still others sat, at home or in public pubs, and drank distilled juices, which made them feel warm and witty and bold, and listened to songs which stirred mating instincts. . .

The electronic chroniclers, that evening, noted that "the international situation appears to be deteriorating: India, Malaya, Argentina and the Dominican Republic have become Russian satellites, entertaining the hope of sharing in the American spoils."

But on a quiz program the chairman of the American Joint Chiefs of Staff was sure that "nothing disastrous is going to happen to America or the world within the next few years."

This was the sort of thing Americans liked to hear.

Day 5: Many adult Americans celebrated the last Monday of June, in that year, June 30, because they sent their young off to summer camps. There the young shot arrows and played at pioneering, until time for parents to send them off to school again.

Male adults, however, frowned on every Monday as a day when they must return to what they called work. Yet work was necessary to earn the money to maintain the young, to keep the women looking younger and to meet payments on devices to reduce the women's work.

(Instead of laboring for employers some men tried to get what they called "ahead in the rat-race" by gambling in the national lottery or Stock Exchange. But alone among all things in the economy the prices of stocks were declining.)

Workers wondered why, with so many unemployed, prices of goods and services continued to climb. They blamed the employers for it. Employers blamed the workers. Both blamed the farmers, who in turn blamed them both. Some blamed the gamblers. But everyone blamed the government. Was not the government taxing them heavily to prepare for a next war, when it still had not paid for several previous wars?

Certain factory owners and managers called the National Association of Manufacturers traced the cause to the workers' greed in trying to get enough wages to pay for all the things the factories sought to sell them. The NAM spoke up for Free Enterprise, the aim of which was to keep others from becoming rich. They condemned especially the workers in UAW, who built vehicles.

On its part, though many members then had no jobs, the UAW was seeking more wages for those who did. UAW also contended that when managers replaced men with machines, more men should be hired to watch the machines make the vehicles.

The managers did not suggest reducing the price of vehicles.

Some of the workers' economists came up with a far-reaching solution: Let the government give every one of the nation's 50 million families (regardless of whether or not they worked) $10,000 a year. This personal buying power would be more than the value of all the products of all the factories. But though many Demi-Crats agreed, NAM and other potent Publicans urged Eisenhower to denounce the scheme. This Eisenhower caused to be done through one of his denouncers, named Adams. "Such proposals (said Adams) smack of Socialism." . .

On Monday, June 30, Pakistan, the Philippines, Paraguay, Monaco, Indonesia, Venezuela and Kenya Colony sought admission to a new Soviet United Nations. The island republic of England sounded out Krushchev on the possibility of getting at least Class C satellite status.

Wiping the dust from a White House desk, Eisenhower wrote to proclaim July 4 Independence Day. Extolling America's 182 years of separateness, he said: "We haven't seen anything yet."

Day 4: On July 1, the start of a new fiscal year, Americans buried the failings of the old year under the large hopes for the new.

Government printing presses were busy turning out $44 billion for defense. Contractors were busy writing orders.

Best of all, the weather was warming. Farmers in the Tall Corn Belt drove out to see their corn talling and wired Washington that a bumper crop demanded stronger price supports.

On Tuesday, July 1, Eisenhower and other farmers got their checks for not growing any corn at all.

Meanwhile their hogs ran out and rooted for themselves.

Eisenhower told whomever would listen that fiscal 1959 would surely be a red-letter year.

He was starting his July vacation earlier than usual, and the legislators were going home to tend to their constituents. But in this election year there were still such matters pending as a flood-control project in Nevada and stronger segregation of education in Arkansas.

Though the Publicans' prospects posed problems, the people's president dictated a White Paper saying that "the future will belong, not to the faint-hearted, but to those who believe in it and prepare for it."

If more people went out and bought more, the recession would evaporate faster than the summer clouds in the sky. Eisenhower had himself pictured buying a new brassie.

Copies of this Paper were widely distributed. Corner apple salesmen used them to wrap their wares, calling attention to the statement: "Confidence is what the country needs."

Day 3: On Wednesday July 2 America's leaders set out formally to kindle Confidence, with a symbol and a slogan.

The symbol would be the launching of a missile on the Florida coast the morning of July 4. Among others, it would stand for a new unity among the armed forces: Soldiers, sailors, flyers and Marines would stand together at salute when Eisenhower (in Florida en route to Maine) pressed a button. The launching would touch off parades and other festivities across the land.

The slogan, "Forward, America!," was conceived by Batten, Belding, Thompson & Rubicon from studies by Elmo Gallup & Associates. These found that, among 4,567 people interviewed, 21.9% wanted to go forward; 21.2% yearned for the good old days; 19.8% said, "Leave me be;" 37.1% were undecided, uninformed, unconcerned or uncommunicative.

The slogan would be put into a proclamation, illustrated by a marching trio in three-cornered hats amid shot and shell. Manufacturers of cornflakes and corn cures would publish it without charge.

Unanimity was underscored by the fact that the Daughters of the American Revolution, in solemn conclave, approved the plan with few reservations. They even agreed to parade behind the militant trio down Pennsylvania Avenue in Washington. The DAR trusted, however, that no recent immigrants nor darker races would take part. And they resolved to condemn the wording on a large statue in New York harbor:

> ". . .Give me your tired, your poor,
> Your huddled masses yearning to breathe free,
> The wretched refuse of your teeming shore.
> Send these, the homeless, tempest-tost to me.
> I lift my lamp beside the golden door. . ."

The Russian Krushchev meanwhile had come up with a slogan for One Red World: "Solidarity -- or Else."

Eisenhower's speechwriters were writing a speech on America's Freedoms which he would deliver personally over the air to all the nation's electronic boxes the night of July 4. In reply to certain Demi-Crats he said "the economy of this country is a lot better than the spirit of the people wailing about it." His own spirit (he said) was quite high,

Day 2: After a large lunch at a large hotel, the Irish-American mayor of a former Indian village called Chi-ca-go told the National Education Association that the Russians' one-world project might well prove a blessing in disguise:

1. America need no longer spend billions on foreign aid and mutual defense with allies.

2. Thus America could raise tariffs to protect home manufacturers.

3. Freed of such foreign involvements, America could build a new Master Race, cradled in America's Heartland.

The educators favored a Master Race, provided its development would not complicate their curricula. . .

Within a couple of blocks of Michigan Avenue and Park Avenue and Wilshire Boulevard, breadlines seemed to be growing longer. The rest of the people, and their publishers and broadcasters, preferred to talk of other things. By closing eyes and ears and nose, one still might anticipate a Glorious Fourth.

Already the roads were crowded with people buying things for the weekend, and already starting on it. The skies were filled with traveling salesmen returning home, mostly without orders, but still on swindle sheets that might be stretched to Sunday night. . .

Commanders of 309 Russian submarines, who chanced to refuel that day at Honolulu, Nova Scotia and Puerto Rico, were warmly welcomed. Many took heart when the Russian ambassador Menshikov drank with Americans to "peace, friendship and cooperation."

The few cynics were chided for incivility. Eisenhower reminded all Americans that a new day was about to dawn: "America is strong, America is healthy. Like all healthy individuals, we have our ups and downs. I have been suffering from a cold."

But on that balmy Thursday he appeared a picture of health.

Eisenhower declined to visit areas of extreme unemployment such as Detroit and Pittsburgh. His advisors assured him that these were not typical of the trend of the economy, and such a visit might only unduly depress him.

Day 1: In separate ways millions set out to celebrate.

Johnny Jones, aged seven, who lived on a wheat farm near the town of Abilene, Kansas, had managed to buy fireworks.

With the sun's first rays on that morning of Friday, July 4 of that year 1958, Johnny rose. He slipped into his overalls and rushed out to welcome the day with a bang.

Soon he brought back to his mother one burned hand.

The mother paused in her breakfast-making to appeal to her husband, who was struggling into his former soldier suit for Abilene's parade, and asked: "When will that boy ever get any sense?"

The father did not know. Perhaps he wondered whether grownups themselves ever get any sense. The mother poured balm on the burned hand and helped her son down a hearty meal with the other.

A fortified Johnny Jones went out through the broad fields seeking further excitement. Happily, he squeezed the black earth between his toes. A dark cloud that appeared in the East was not yet big enough to dampen his dreams: It was sure going to be a rip-rearin' Fourth in Abilene. . .

Johnny thought he would find an older playmate who might start something.

He was looking for someone to lead.

###

Katy

July 1, 1957

Dear Joe:

Thanks What a remembrance! Scotch

I shall now pass from a stage of dry lips to red eyes.

I am off on Monday to take Casey fishing. Will hope to see you in the fall.

As ever yours,

Mr. Joseph Katz
Ten West Chase Street
Baltimore, Maryland

fc

(Dictated but not signed by Mr. Murrow

JOSEPH KATZ
TEN WEST CHASE STREET
BALTIMORE

June 17th
1957

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

As we start the new season I want to tell you that it has been a delightful privilege to work with you these many years.

Work? We aint done nothing but collect the commission!

Yesterday I was just another guy. Today every few feet somebody stops me and says "You know Ed Murrow?" Our social standing is way up.

We live in an expensive neighborhood. People stop their cars and say "That's Katz's house - he knows Murrow." We're living the life of Riley - pardon me, Cohen.

You know the story of Riley who moved to Palestine. He's now living the life of Cohen.

Kind personal regards.

Sincerely

Joseph Katz

JK/ez

JOSEPH KATZ
TEN WEST CHASE STREET
BALTIMORE

June 17th
1 9 5 7

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

You looked real pretty on TV the other day - but your lips looked a little dry.

Scotch arrived here sent to apartment

I am sending you a case of medicine that ought to cure you.

I hope you like the results.

And what a man! The things you are doing on radio and TV are just sensational - to use an advertising word.

Long may you wave!

Kind personal regards.

Sincerely

JK

Joseph Katz

JK/ez

Katz

May 29, 1957

Dear Joe,

Many thanks for the Churchill book. I am more than intrigued by your suggestion for a possible future career for me.

Sincerely yours,

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

mcc

PLAYBOY

MAY 50 cents

ENTERTAINMENT FOR MEN

it's like this with TV *(continued from page 23)*

your choice of Groucho Marx or *Hiram Holliday* (otherwise known as Wally Cox, who can hardly be a big sex thrill for the girls), or fantasy and nature programs like *Disneyland,* or crime like *Dragnet,* or all the comedians. Any frankly sexual allure in any of these shows? You'll also encounter a half-dozen family-type shows like *The Goldbergs, Ozzie and Harriet, Father Knows Best, December Bride,* and, of course, the best known of them all, *I Love Lucy* — all chastely connubial as a Norman Rockwell cover. Sex is allowed only in the case of puppy love which occasionally afflicts the younger members of the families. In fact, if Lucy were ever to give so much as a glance at another man apart from Desi (except in fun or as one of her elaborate plots to break into show business or to conceal the fact she cracked up the family car), the uproar would drown out the Middle East imbroglio. The Senate would probably investigate such a breach of TV decorum as a threat to our internal security.

There have been some very pretty girls on television, but the ones with the staying power — the ones who come back week after week — are the thoroughly scrubbed, wholesome girls like Dinah Shore, Fran Allison, Gale Storm, Barbara Britton and Jinx Falkenburg, any one of whom is likely to remind you of your sister. The Zsa Zsa Gabors appear now and then on dramatic shows and are seen no more.

There are a few frank displays of feminine charms on some shows, but they are largely incidental. Jackie Gleason, for example, has a chorus line of very lovely girls. There are so many of them that the cameras have to back away to the second balcony, and the girls all diminish to one-inch stature. In fact, there are grounds for suspicion that the chorus line was put there for the amusement of Mr. Gleason, who likes a lot of pretty girls around, rather than for the rest of us for whom he is still the feature attraction. On some of the give-aways, the girls who hand out the $1000 bills or the checks are bare-legged, but they flash on and off screen in a trice, and the emphasis is on the money, not the girls.

Years ago, there was a hubbub about Faye Emerson's necklines, but it was largely synthetic. I ought to know because I started it by referring to Miss Emerson as a "plunging neckline Alexander Woollcott," and she bandied it about on her program, largely for the fun of it. In more recent years, Miss Emerson's neckline is on a level with that of Whistler's mother and her fans are mostly middle-aged women. Oh, sure, there have been a few frankly sexual attractions like Elvis Presley — but then Presley is not a regular TV personality and there is some violent opposition in network circles to having him on even occasionally. About the closest thing to allure ever presented was The Continental, a white-tie-and-tailed curiosity with an odd accent, who stared straight into the camera and intoned: "Don't be afraid. Eet ees only a man's apartment." Instead of getting a tingling in the spine, the girls just roared with laughter and The Continental soon disappeared.

Television is studded with dramatic shows ranging from half-an-hour to an hour and a half, and you might think sex would have made some inroads there. But no. Television has not yet produced any love story as sizzling as *Carmen* or as tender as *A Farewell to Arms* or as savagely sexual as *The Postman Always Rings Twice.* Granted those are all rather exceptional examples, but television hasn't even made any stabs in that direction.

The best known love story to come out of TV was *Marty,* the romance of a lonely Bronx butcher. However, it was clearly pointed out that the girl in that tale was not the only girl in the world, but the first one that came along, and not a very pretty one. And Rod Steiger bears hardly any resemblance to John Barrymore. There have, it's true, been some actors on television who have made female hearts beat faster — notably Charlton Heston and, more recently, Anthony Perkins — but they have vanished into the movies. Grace Kelly started in television but disappeared in the general direction of Hollywood, and later Monaco, never to be seen again. Television has yet to produce a single Gregory Peck or Jayne Mansfield who is clearly identifiable with TV.

Even if a big bundle of sex appeal came along, it's doubtful whether the big brass would recognize it or exploit it. Edward R. Murrow appeals to a lot of the ladies, but his function on TV is as a deep thinker. Jerry Lewis is very attractive to some women, but he's there to make you laugh. Personally, I think Audrey Meadows is quite a dish, but they go to enormous pains to conceal it, as if they were ashamed of it.

Once in a while some of the great sexpots of the movies venture before a television camera — mostly to plug their pictures. In this case you can't pretend the sex attraction isn't there. The TV technique here is to make jokes about it. For instance, Anita Ekberg appeared on Perry Como's show swathed in mink to her ankletops in order to cover up her charms and provide jokes for Mr. Como. Kim Novak was thoroughly insulated on the Steve Allen show with jokes, a form of entertainment she is so hopelessly unfamiliar with that she ruined a comedy sketch. Zsa Zsa Gabor has been on comedy shows two or three times — simply as a figure of fun.

In its great thirst for material, television has gobbled up dozens of the great stories, novels and plays from the world's treasure-trove of literature, but it has shown a curious antipathy to the great love stories. Two of the most distinguished offerings in this category have been *Peter Pan,* J. M. Barrie's fable of childhood, and *Caine Mutiny Court Martial,* which hasn't got a woman in it. Of Shakespeare's plays, *Macbeth* has been televised on at least a half-dozen occasions, while *Romeo and Juliet* was tried only a couple of times. *Camille* was attempted once and it flopped. Classic love stories that have been successful in all other media have been pretty bad on TV.

Also, television, like radio before it, has yet to produce any real live romances of the caliber of say, Debbie Reynolds and Eddie Fisher, Janet Leigh and Tony Curtis, or Grace Kelly and Prince Rainier, or any of half-a-dozen other less publicized romances that came out of the film colony. TV stars do marry each other once in a while — Steve Allen and Jayne Meadows, for example — but they do it quietly and, so far, firmly. (There have been no spectacular split-ups either.)

How about The Other Woman in soap opera? There are plenty of those, all right, trying to snaffle somebody else's husband. But these femmes fatales do this in curious ways. They'll slander the wife to the husband, trying to separate the pair that way. In a pinch, they may even attempt murder. But outright sex appeal — no. They use every weapon except that. This points up the curious morality not only of television but of radio which preceded it. Murder and mayhem — there are plenty of both — are considered all right. But sex — even ordinary manifestations of it between husband and wife — is avoided like the measles.

Why is sex so conspicuously absent? Doesn't it project on television? Of course it does, the Darryl Zanuck Law notwithstanding. (Early in TV history, Darryl Zanuck, whose pronouncements carry the weight of Supreme Court decisions in Hollywood, declared: "Television can never hurt us because no one can get aroused over an eight-inch Betty Grable." For several years this dictum proved very comforting to the ostriches in Hollywood, until movie theatres started folding all over the country.) People don't *like* sex in the living room? Now, don't be silly.

There are several theories why sexual magnetism doesn't have any staying power on television, some of them provable, some of them clearly conjecture. One reason is that when a sexpot appears

Amoco

THE JOSEPH KATZ COMPANY *Advertising*

Address your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, AMOCO BUILDING
555 FIFTH AVE.

April 30, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City, New York

Dear Ed:

Well, there's nothing new about this.
No one has topped you yet.

What do you do with all your medals?
They should be worth a lot of money
even as scrap. In fact, I think you
have enough of them to start a war.

Kind personal regards.

Sincerely

Joseph Katz

JK/ez

Katz, Joseph

April 16, 1957

Dear Joe:

Very many thanks for sending me MARK TWAIN AT YOUR FINGERTIPS. It certainly will prove very useful and I am grateful to you for sending it to me.

With all best wishes,

As ever yours,

Mr. Joseph Katz
Ten West Chase Street
Baltimore, Maryland

fc

JOSEPH KATZ
TEN WEST CHASE STREET
BALTIMORE

April 1, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

Only recently I learned that the sayings of Mark Twain were classified.

Here's the book - I think it will come in handy. — Shelf

Kind personal regards.

Sincerely

Ed

JK/ez

Katz, Joe

March 19, 1957

Dear Joe:

I am in your debt for some remarkable books - parts of which you will be hearing on the air from time to time.

Why don't you bestir yourself and go out and sell someone a program wherein the only thing I would have to do would be to read books.

As ever yours,

Mr. Joseph Katz
The Joseph Katz Company
555 Fifth Avenue
New York, New York

fc

Saturday Review

MARCH 9, 1957 / 20¢

Brian Connell, author of "A Watcher on the Rhine."

HAS AMERICA LOST ITS SENSE OF HUMOR?

By Howard Florance

PITCHMEN IN THE PULPIT . . . *in* SR's R

SH44582 54-156
MR JOSEPH KATZ
THE JOSEPH KATZ CO
13 W CHASE ST
BALTIMORE 1 MD 87

The Saturday Review
MARCH 9, 1957

HAS AMERICA LOST ITS SENSE OF HUMOR?

An earlier generation of American thought a misspelled or misused word as funny as a pratfall. If error could be spun out into long chains of solecism—delivered by a recent immigrant, or an unenlightened ex-slave, or a hillbilly just down from the Ozarks—it was uproarious. Whether Hot and Cold Wars have transformed us into a nation of sobersides is hard to say, but it's the rare modern American who will crack a smile at what Mr. Florance here presents as the humor of our grandfathers.

Petroleum V. Nasby, Mark Twain and Josh Billings.

—*Bettmann.*

By HOWARD FLORANCE

"THE rite length tu cut oph a dog's tale has never yet bin diskovered, but it iz somewhere bak of his ears provided yu git the dog's consent."

That sort of writing went over big in this country 100 years ago. American wit and humor depended for a long time upon two tricks in writing: crude phonetic misspelling and the use of the wrong word. These devices brought fame and fortune to writers and often carried them onto the lecture platform. But what would we think of such humor now?

The quotation is from the writings of Henry Wheeler Shaw, who in 1860 began to call himself "Josh Billings." Josh was not the first of these whimsical characters, though he has come more solidly down through the years. His immediate predecessor in popularity was "Artemus Ward," a raconteur created by Charles F. Browne in 1858. Shaw was a crackerbox philosopher or essayist; Browne made a pretense of being a news commentator.

Shaw, for example, wrote about homely things such as the mule, the hen, the goat. Browne took for his topics such then-current phenomena as woman suffrage, spiritualism, Mormonism; and Browne's Artemus Ward got quickly to the lecture platform from one end of the country to the other and even in London, while Josh Billings's originator stuck more closely to magazine writing and to books.

Both these humorists relied upon grotesque spelling. A little earlier was the reign of Benjamin Penhallow Shillaber, a printer's devil, compositor, journeyman printer who in 1847 created the character he called "Mrs. Partington." Shillaber's style rested upon the use of the wrong word rather than upon crazy spelling. Mrs. Partington was a delightful soul whose heart was far in advance of her grammar and her choice of words. She sent her husband off to church, "where the gospel is dispensed with." And on a visit to a lawyer she cautioned in advance against doing anything "by power of eternity."

Shillaber didn't invent that wrong-word style. He was close to seventy-five years behind Sheridan's "Mrs. Malaprop" in "The Rivals"; and Sheridan in turn came along 175 years after Shakespeare's "Dogberry" in "Much Ado About Nothing." "Our watch," Constable Dogberry proclaims, "have comprehended two auspicious persons." Later in the same scene he declares—as Mrs. Partington

or Mrs. Malaprop might have—that "comparisons are odorous."

Dogberry, Mrs. Malaprop, Mrs. Partington all used the wrong word. Shakespeare and Sheridan were, of course, writing plays; they were manufacturing their humor for a listening audience. Artemus Ward and his followers, with their fantastic spelling, appealed to the eye rather than to the ear: "My naburs is mourn harf crazy." There is nothing funny in that except the spelling. In spite of this, by his choice of topics Browne and his Artemus Ward became extremely popular as a lecturer. He went to Utah, for example, when cross-country travel was difficult, and there developed a lecture on Brigham Young and the Mormons. He went to London to tell Englishmen about the Mormons and to write home about the Prince of Wales, the Tower of London, the British Museum.

One may well suspect that Artemus Ward's visits with Lincoln, Grant, Brigham Young, the Prince of Wales, and other celebrities of the day were quite as imaginary as the dialogue that ensued. Of his visit with the Prince of Wales, he wrote: "The time hevin arove fur me to take my departur, I sed: 'Albert Edard, I must obsarve that you soot me. Yure a good feller. When you get to be King, try & be as good a man as yure muther has bin!' "

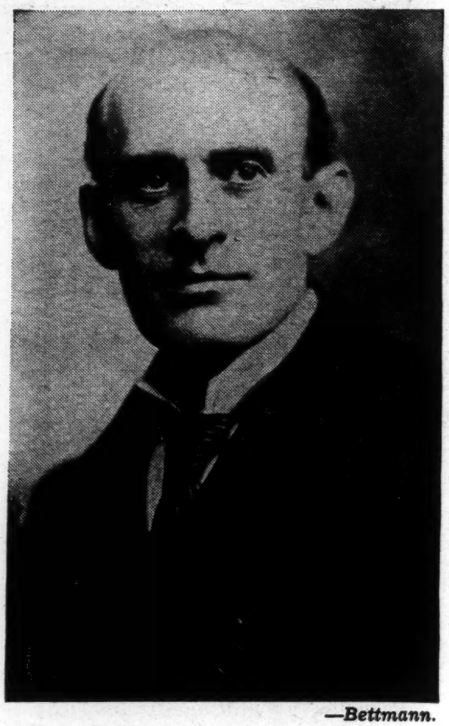
Outside the palace "the guard ceased holt of me in indigent cirprise." And the visitor pondered: "If the guard shood happen to insert a baronet into my stummick it mite be onplesunt." Here Artemus Ward belongs to the school founded by Dogberry and followed by Mrs. Malaprop and Mrs. Partington.

Artemus Ward was more personal —or more impudent—in his report of a visit to the home of Mormonism: "In a privit conversashun with Brigham I learnt that it takes six weeks to kiss his wives. He don't du it only onct a yere, & sez it is wuss nor cleanin house. He don't pretend to know his children, thare is so many of um. About every child he meats calls him Par."

AFTER leaving "the Profit," Artemus Ward relates that he was "overtuk by a large krowd of femaile Mormonesses, ceasin me by the cote tales & several puttin thare arms round me in luvin style. 'Wiltist thou not tarry here in the Promist Land?' sed several of the meserabil critters. 'Ile see you essenshally cussed be4 I wiltist!' roared I."

It was all convulsively humorous at the time, and the reading or listening audience well knew that the author was spoofing them utterly. It was permitted in those days to hold minorities up to ridicule.

Browne died at thirty-three, on his lecture trip to London. His mantle fell somewhat easily upon Henry W. Shaw. Helped by Browne, Shaw had



—*Bettmann.*

Eugene Field—"the last."

already created the character still widely known as "Josh Billings."

Josh was on safer ground. Instead of satirizing people and cults he directed his barbs at household pets and barnyard animals. For example:

"I have studdyed cats clussly for years, and have found tha haint got affekshun, nor vartues ov any kind. If i was tew have mi choise between a cat and a striped snake, i would take the snake bekause i could git rid ov the snake bi letting him go.... Theze are mi views abouut cats, rather hastily hove together, and if i haint said enuff agin them it iz onla bekause i lack the informashun."

Or these bits from his essay on "The Goat": "Their moral karakters are not polished, they had rather steal a rotten turnip out of a garbage-box than tew cum honestly bi a pek ov oats. They are alwus poor in the boddy but phatt in the stummick. The milk, whitch is extrakated from the female gote, iz excellent tew finish up yung ones on."

One more quote from Josh Billings: "The mule is haf hoss and haf jackass, and then kums tu a full stop, natur diskovering her mistake." This was double-barreled humor, that tickled the eye as well as the ear.

There was so much of this kind of humorous writing in the Civil War and postwar era that the reader became adept at decoding it. "That nite I perposed and she rejectid my soot." ... "I wuz a Dimekrat becoz those in the speer in which I moved wuz."...

—*Bettmann.*

Mr. Dooley: "Ye're me Circulation. Ye're Small, Hinnissy, but ye're Silict."

"My father know'd all my carakteristics ez well ez tho he hed bin the friend uv my buzzum." These are samples from the writings of "Petroleum V. Nasby," creature of the pen of David R. Locke, whose satirical comments appeared in newspapers and books during the Reconstruction years.

Much later came Finley Peter Dunne and his "Mr. Dooley." Dunne was a Chicago newspaper editor and Mr. Dooley began to emit his sage observations on politics and social affairs during the Spanish-American War. He carried on the tradition of crazy spelling but only because his literary brainchild was the familiar Irish-American of that day. And in those very same years E. W. Townsend was putting the chatter of "Chimmie Fadden" into phonetic spelling to get across to the reader the vernacular of the Bowery.

To appreciate this piece of homely philosophy by Mr. Dooley, keep in mind the time it was written—the era of the carriage and the horseless carriage: "A rich man at spoort is a kind iv non-union laborer," said Mr. Dooley. "If 'tis fun to wurruk, why not do some rale wurruk? If 'tis spoort to run an autymobill, why not run a locymotive? If dhrivin' a horse and cart is a game, why not dhrive a delivery wagon? I s'pose th' raison a rich man can't undherstand why wages shud go higher is because th' rich can't see why annybody shud be paid f'r annything so amusin' as wurruk."

Eugene Field, columnist of the *Chicago Record* at the turn of the century, might be called the last of those who used phonetic spelling to get laughs; and his was only an occasional lapse. In his essay on "The Cyclopeedy" he wrote about a man who agreed to buy a set and take "one uv the volyumes ez often ez a new one wuz printed." For a year or two only "the fust volyume stood on a shelf in the old sekertary." When the owner looked for information about varieties of apples he read: "See Pomology" and when a baby arrived in his household he was instructed to "See Maternity." Both were volumes he wouldn't receive for years. The frustrated man was on his deathbed when the final volume was delivered to him. Again there was humor in the spelling as well as in the plot.

Rather difficult to read now, this humor of fifty and 100 years ago, but the folks loved it at the time. The nights were longer then, for there were few magazines to read, no radio to listen to, no television to watch. There was time to chuckle over each misspelled word.

THE MODEL, THE PRINCE, AND THE CIVILIZATION

Two Tales of Warning

By LOUIS J. HALLE

I CLAIM no originality for the two following tales. The source of the first, however, is unknown to me.

An Italian painter, having undertaken to paint the Last Supper, looked about his town for models. He found a youth with a face of rare spiritual nobility and painted him as Christ. He found a vigorous workman for Peter. He found a Doubting Thomas. In time he found models for all the other disciples as well, except only one. Nowhere could he find a Judas, and so the painting had to remain unfinished. But the painter never ceased his search and at last, many years later, he was rewarded. He found his Judas sitting at a table in a café—a face ravaged by indulgence, bad conscience in the eyes, a mouth that betrayed weakness. Tempting

this man with money, the painter brought him to his studio and set to work.

At the final sitting, as the painter was applying his finishing touches, the model surprised him by bursting into tears.

"You don't know me, do you?" the model asked.

"No," said the painter, "I don't."

"You never saw me before?"

"Not to my knowledge."

"I am the man," said the model, "who once sat for your Christ."

• • •

MY second story was told, I think, by H. G. Wells. I tell it here in my own way.

An Indian prince was robbed by death of the bride whom he loved more than life. Determined to erect a memorial that would adequately represent her loveliness and purity, he had the best artist in his realm carve an alabaster tomb so exquisite that it became an object of pilgrimage from all over his principality. The prince visited the tomb every day, spending hours there in meditation. At the end of a year, however, he began to be conscious of some slight dissatisfaction. Wonderful as this work was, it still could not adequately express his loss. So he sent for the finest artists in India to come to his principality, and they raised over the tomb a pavilion that became the most famous monument in all India.

Five years now passed and the prince began to feel, again, that the beauty of the memorial still did not match the wonder of his own love. So this time he sent for the greatest artists and artisans in the world, and they built a mausoleum larger than any palace that ever had been in India. Its central chamber was a hall of marble so vast one hardly saw across it, so high its ceiling was lost in distance. In the course of the years this monument became one of the wonders of the wide world. The tourist traffic had to be organized, inns erected, guides furnished, and tickets sold.

Daily, now, the prince and his architect paced the galleries above its inner chamber, looking down into the hall where tourists came and went like ants across the marble floor. This, at last, seemed to the prince a memorial adequate to his royal feelings.

But not quite. As the years passed he became aware of something that troubled him still, some grain of imperfection yet remaining, some blemish which he could not at first identify. Pacing the high galleries one day, it suddenly came to him what this blemish was. He turned to his architect and pointed down to the original tomb, still standing in the middle of the marble floor like a satchel forgotten by some traveler. "Remove that thing!" he said.

• • •

A FAMOUS ornithologist came to the town in which I live to show his motion-pictures of birds in the wild,

(*Continued on page* 44)

Katz
Eng Post

THE JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, AMOCO BUILDING
555 FIFTH AVE.

Address your reply to Baltimore

February 26, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
New York, New York

Dear Ed:

You're a doll! I've just told the people at the American Jewish Committee that you've said yes to appearing at their 50th anniversary affair on Saturday, April 13th. They've run out of words of gratitude to you, because you're the one man who fits this occasion like a glove.

By the way, I'm sending you a package of a few books today - some of those we talked about last night.

In the Artemus Ward period, the "big three" were Ward, Josh Billings and Petroleum B. Nasby. These three were responsible for the American laughter of that period. Artemus Ward was known all over the world and delivered his famous "Wax Works Lecture" in every part of the globe. I call your attention to page one in the Ward book where you'll find a reproduction of the tickets he sold in Salt Lake City, with the line "Admit Bearer and One Wife." It's all written in the misspelled style of Josh Billings.

I have also thrown into the package, for good measure, a bound set of the original Josh Billings Almanac in which the sayings are separated for quick reference. Also an old copy of "The Devil's Dictionary" by Ambrose Bierce in which I think you'll find many a good "word for today."

And once again, a wholesale lot of thanks to you for the many nice things you've done for me over the years.

Kind personal regards.

Sincerely

JK

Joseph Katz

JK/gm

January 8, 1957

Dear Joe:

My belated but sincere thanks for all your thoughtfulness and generosity during the holiday season.

I look forward to seeing you in Baltimore on February 2nd.

As ever yours,

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

rh

Katz, Joe

RECEIVED
1956 DEC 28 PM 6:39
C.B.S. TRAFFIC DEPT. N.Y.

WU022 PD

BALTIMORE MD DEC 28 241PME

EDWARD R MURROW

CBS

CONGRATULATIONS ON THE DOUBLE HEADER YOU,VE GOT A GREATER BATTING AVERAGE THAN BABE RUTH AND WATCH THAT CHARMING WIFE OF YOURS /SEE THIS WEEK,S VARIETY/. SHE,S CATCHING UP WITH YOU. A VERY HAPPY NEW YEAR TO YOU ALL

JOE KATZ

405P..

Katz, Joe

THE JOSEPH KATZ COMPANY *Advertising*

Address your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, AMOCO BUILDING
555 FIFTH AVE.

December 10, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

The town is all excited about your coming down for the Advertising Club banquet. It's the scoop of the year.

Your dramatic presentation of the Middle East situation and "Revolution in the Navy" and Danny Kaye -- all of this makes "Around the World in Eighty Days" look like a side show.

We are all looking forward very eagerly to your visit to Baltimore. We'll kill the fatted calf and really make it Murrow Day.

Best regards,

Joseph Katz

JK/mcs

Enclosure

'e Quizzed urglary

timore youths, arrested by Southwestern dis- e, are to be charged erndale police with the f an Anne Arundel station.

the five, whose ages 16 to 28, were ar- 3.30 A.M. by Sergt. Cocherill at Washing- ard and Cross street. outh was arrested at Hospital, where he had by his friends for of a cut hand.

Youth Near Car

Cocherill said he ar- five after he saw two s at the intersection th standing beside one g a carton of ice cream. e investigated, he said eight tires in the back he cars and $6 in pen- so found that the cloth- y the youths was blood-

re taken to the South- istrict and held while ecked gas stations in

Ad Club Selects Murrow As Top TV Figure

Edward R. Murrow, television reporter and news analyst, has been chosen by the Advertising Club of Baltimore as the outstanding television personality of 1956.

A plaque in recognition of his selection will be presented to Mr. Murrow at the annual Advertising Club banquet February 2 at the Emerson Hotel. The presentation will be made by Governor McKeldin.

In announcing Mr. Murrow's selection, S. Lawrence Hammerman, banquet chairman for the past 30 years, said he "is easily the standout of the 1956 television season, and perhaps more important, one of the most effective molders of public opinion on the American scene today."

William F. Hilgenberg, president of the club, added that "Mr. Murrow, as much as any one man, has brought the peoples of the world closer together and helped us all to weigh and judge developments both social, political and economic among the nations of the world."

Earlier Winners

In previous years, the selection has gone to such television personalities as Ed Sullivan, Phil Silvers, Garry Moore, Milton Berle, Abe Burrows, Faye Emerson and Jane Froman.

High among the reasons for Mr. Murrow's selection this year have been his television reports from trouble centers around the world.

Officials from Mr. Murrow's sponsoring network, CBS-TV, will attend the banquet, as will Mayor D'Alesandro, United States senators and congressmen and business and civic leaders from throughout the State.

Child Very Ill After Drinking Deodorant

A 2-year-old boy, who drank part of a bottle of deodorant at his home this morning, was admitted to Lutheran Hospital for treatment of acute poisoning. Physicians said his condition was poor.

The child, Roger Bell, son of Mrs. Betty Bell, 2500 block Emerson street, reached up to the kitchen sink drainboard to get the bottle and drink from it, Southwestern district police reported.

129

1782 PEACE RESOLUTIONS

Signed by Charles Thomson Oct. 17, 1782, three pages folio, and sent to the U. S. Peace Commissioners Adams, Franklin, Jay, Jefferson, Laurens — this is from Jay's papers.

After the whereases, Congress resolved not to make a separate peace with England but to adhere to the treaty with France and Spain for a joint peace insuring U. S. independence.

A very fine document. $175.00

130

TIMOTHY PICKERING

Autograph letter signed War Office May 9, 1795, about "cloathing immediately wanted for all the troops at Pittsburgh where the recruits from General Morgan's army were assembling." $10.00

140

CAPT. ZEBULON PIKE

Autograph document signed Sept. 27, 1798 as commander of Fort Pickering, ordering powder and lead. $10.00

141

MAJOR ZEBULON M. PIKE

His army pay voucher signed twice May 31, 1809. $15.00

142

NULLIFICATION

JOEL R. POINSETT

Leader of the Union men in South Carolina during Nullification period.

Autograph letter signed Charleston, S. C. Jan. 10, 1833 to Joseph Gales, editor of *National Intelligencer*, introducing Mr. Campbell who "goes to Washington to glean all the information he can of what is and may be doing there. In return he can import information of our doings in this strange State. He is a friend of the Union and mine" etc. $10.00

143

A PRIVATEER'S VOYAGE

WILLIAM WYER

Autograph letter signed Boston, Jan. 16, 1777 to Reynell and Coates, Philadelphia merchants. With pen marked postal cover.

" . . . inform you of my arrival from Guadaloupe . . . after so tedious a passage as I had. I lost Capt. Guy at sea. He died with the fever which made duty very hard for me. I had been chased several times before I got in soundings of your capes the 15th of December but was obliged to leave by reason of hard gales and meeting with the Cruizers — one ship chased me 14 hours and kept continually firing at me. Two hours before sunset she sent her 12 oared barge with marines in order to board me, the wind being light. She fired her swivels and small armor. I returned the fire and beat her off. At night I got clear of her and happily arrived safe. . . . I brought upwards of 4 tons of powder, 14 cannon, 50 small arms, 10 swivels" and cordage, sails, etc. to outfit his new privateer. $35.00

144

"THE LAST OF THE REBELLION"

Surrender of the Forts at Sabine Pass" are headlines on front page story in N. Y. Weekly Herald for June 17, 1865.

Complete original newspaper. $5.00

145

REVOLUTIONARY WAR MONEY

Quartermaster Stephen Southall autograph letter signed Richmond, 7, 1789 to Richard Young, Q.M. at Fredericksburg.

"Tis true Sir we are Striking money here but it avails but little good to the Qr. Masters as I cannot draw a single shilling" etc.

With address leaf "Per Express." $12.50

146

1936 CAMPAIGN

FRANKLIN D. ROOSEVELT

Campaign poster 12½ x 17½ inches, "A Gallant Leader" with reproduction of Poyskie's pencil sketch bust portrait. $5.00

Similar "Re-elect Vice-President John N. Garner." $5.00

147

PRESIDENT THEODORE ROOSEVELT

Five pages folio typewritten list of judicial appointments with Roosevelt's pen and ink corrections and notations, for example after *Oliver Wendell Holmes*, Roosevelt wrote "Promoted (from Chief Justice of Mass.)"

Other Supreme Court Justices, Circuit Judges, District Judges and so on, have T.R.'s notations after their names. $45.00

148

PRESIDENT THEODORE ROOSEVELT

Black bordered calling card engraved "The President" in original envelope. $3.00

149

RICHARD RUSH

Official Treasury Dept. letter signed Oct. 14, 1812 about registering a British vessel captured and lawfully condemned, under a new name.

With franked address leaf. $5.00

150

RICHARD RUSH

Formal third person autograph letter to Thomas Worthington, Governor of Ohio, sending Dallas' pamphlet on "a large portion of our public history."

One page, Apr. 24, 1815. $3.50

151

RICHARD RUSH

Official Treasury Dept. letter signed May 12, 1813. $2.00

152

EDWARD RUTLEDGE Signer

Autograph letter signed Dec. 12, 1790 to his son, Henry, giving his "opinions with Candor" and in detail on Henry's education, seven pages, closely written.

. . . . "If I intended you my son, for a mere Lawyer, — if you were to move only in the Circle of the Bar — and to keep Company with none but those of you own Profession — if you were never to go beyond the Limits of your own State; and were to seclude yourself from the best informed Strangers and the most learned who might visit us" etc. then he wouldn't need a broad education, but the father goes on for six pages outlining his hopes for a life of greater usefulness for his son.

One of the finest letters I ever had. $150.00

153

MARGARET SANGER

Autograph letter signed, Sept. 3, 1914 . . . "I have been indicted by the Grand Jury on the March, May and July issues. It's almost a joke if you look them over. However if I must go to jail, I'll give them something to send me in on, so am continuing the work which I began. Everyone has crawled under cover in denying their support of me, with an "I told you so" all of which amuses me greatly. Fortunately it's good to stand alone, so with sleeves up in true Irish fashion, I'm in the fight to win," etc.

With two other letters and signed 7 x 9 photo. The lot $15.00

154

SANITARY COMMISSION

Group photo of the five members of the Civil War Sanitary Commission published by Anthony from Brady's negative.

With large and small patriotic envelopes advertising Great Central Fair for the Sanitary Commission. The lot $5.00

155

SANITARY COMMISSION BROADSIDE

Printed copy probably used in raising funds, of Gen. Rosecrans' appreciation of the work of the Sanitary Commission, particularly after the Battle of Stone River, dated Murfreesboro, Feb. 2.

Size 8 x 10 inches. $5.00

156

LT. GEN. WINFIELD SCOTT

Autograph note signed to J. C. Hamilton voiding a dinner engagement. $3.00

157

GEN. WINFIELD SCOTT

1850 Bank check and portrait. $2.50

158

SEALING WAX IMPRESSIONS

In red, green or black wax of about one hundred different letter seals, some with crests, some with plow as if for a farmer, or other simple device, birds, flowers, mottoes, portraits, etc.

Collected on the pages of a homemade 6 x 8 blank book, possibly by a salesman of dies. $15.00

159

HORATIO SEYMOUR'S LETTER

protesting changing the name of Orange Street in Albany to Seymour Avenue, dated Utica, Feb. 22, 1878, probably the unsent draft.

From the Manning Collection. $15.00

160

"SHERMAN

The Gallop through Georgia"

are top headlines on front page feature story with four-column map of *"Savannah and its Defences"* in N. Y. Weekly Herald for Dec. 24, 1864.

Complete original newspaper. $5.00

161

GEN. JAMES SHIELDS

Autograph letter signed Faribault, Rice Co., Minn. Terr., July 2, 1856 to Jeremiah Colburn of Boston on the superior advantages for settlers in Minnesota over Iowa. $10.00

162

SLAVERY

EDUCATION AMONG THE FREEDMEN

Printed circular illustrated with half page cut of "Sea Island School No. 1 — St. Helena Island, S. C. Established April, 1862," a three teacher school supported by the Pennsylvania Branch of the American Freedman's Union Commission.

The appeal for funds states that 1400 teachers ($50 a month) care for 150,000 freedmen's education "for the promotion of freedom, industry, intelligence and christian morality. Each teacher is expected to go to the field in the missionary spirit," etc.

Fine condition, 8 x 10, 4 page leaflet. $15.00

163

ENLISTMENT OF COLORED REGIMENT

Printed 4 page 8 x 11 circular of the Pennsylvania Supervisory Committee on Enlistments for Colored Regiments, June 27, 1863 appealing for funds and pointing out "every colored recruit is as an unpurchased substitute for a white man."

Third page is a stirring appeal to "Men of Color" to join up. $10.00

164

SO. CAR.'S Carpetbagger Constitution

Printed in full Oct. 10, 1865 in **"THE NEW ERA, Devoted to Restoration, Reconstruction and Union of the States,"** published by John Tarbox at Darlington, S. C.

Complete original newspaper. $7.50

Joseph Katz Co.

THE JOSEPH KATZ COMPANY *Advertising*

Address your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

April 20th
1 9 5 5

Dear Ed:

There's a little blonde - they call her "the sweetheart of the PRR" - at the ticket window of the Pennsylvania Station in New York. It's the Pullman window just at the gate to the trains.

Your name came up in chatting with her - and when I told her I knew you she fluttered so that a whole stack of tickets blew off her table.

I find that an autographed picture of you would be our pass to getting a Pullman reservation any time we ask for one.

Would you do that?

She is -

Miss Ruth B. Norris
83-46 118th Street
Kew Gardens
Long Island, N.Y.

She has a gold frame waiting for it.

Love and kisses

Mr. Edward R. Murrow
485 Madison Avenue
New York, New York

Sent 5/55

Joseph Katz Co

RECEIVED
1954 DEC 28 PM 6:00
C. B. S. TRAFFIC DEPT. N. Y.

WU040 PD

RM BALTIMORE MD DEC 28 404PME

EDWARD R MURROW,COLUMBIA BROADCASTING SYSTEM INC

CONGRATULATIONS ON "PERSON TO PERSON" JOINING MOSES WITH THE FIRST TEN. WE'RE SO PROUD TO BE IN SUCH FINE COMPANY. REMEMBER WE GOT MURROW RELIGION EARLY

JOE KATZ

532P..

Katz, Joe

September 16, 1954

Dear Joe:

You was robbed! I will be glad to refund the seventy-five cents. Chances are it was a stamp rather than an actual signature anyway. I will buy you a drink if I survive Mesta and Bert Lahr tomorrow night.

Sincerely yours,

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

rh

JOSEPH KATZ
TEN WEST CHASE STREET
BALTIMORE

September 13th
1 9 5 4

Dear Ed:

I just paid 75¢ for your autograph, to an autograph dealer named Conway Barker out in LaMarque, Texas.

If I could get 75¢ for mine I'd quit work. I don't see why you're knocking yourself out when all you have to do is just sit down and write signatures at 75¢ apiece.

I thought you might be interested in the market quotations. As you'll see, Mae West, Errol Flynn and Senator Flanders are bringing only 50¢ - Jack Dempsey has caught up to you - and Secretary Dulles only a quarter more than you.

Your voice certainly picked up the air waves. It's nice to have you back. And you looked awfully good the other night on "Person to Person."

So - until it's "person-to-person Murrow and Katz" again, my best regards.

Sincerely

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Joseph Katz

CBS RADIO

Office Communication

to: Bob Swan

from: Dottie McDonough
E.R.Murrow Office

March 18, 1954

This is what we say in declining invitations:

"I am indeed most grateful for your gracious invitation to address your Chamber of Commerce meeting in April and sincerely regret that I am unable to accept it. I am now doing five radio broadcasts and two television shows each week, and unfortunately for me, the presure of my schedule is such that I just have no choice but to decline any and all extracurricular invitations no matter how attractive they may be.

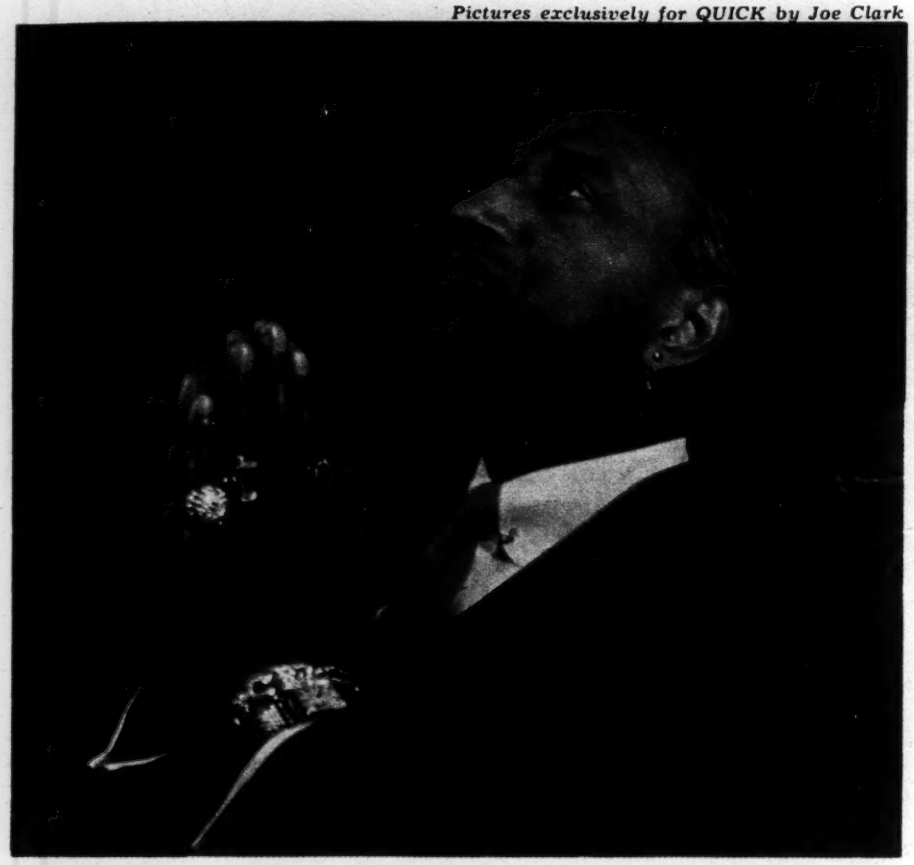
"Thank you again for asking me."

FYI we received a telegram from Congressman Carl Vinson saying he hoped Mr. Murrow could accept the invitation. A second telegram, saying the same, has just come in from Carl T. Durham of Washington, D.C., whom I do not know.

February 3, 1954 15¢

Quick

Pictures exclusively for QUICK by Joe Clark



At home in Detroit, Prophet Jones quietly prays. Jewelry includes 51-carat topaz ring, $17,000 diamond bracelet, $693 wristwatch, topaz earring. At left, he wears Prophet's robe

THE PROPHET IN THE $13,000 WHITE MINK COAT

ONE OF THE MOST active evangelists in the United States today is a tall, spectacularly-attired native of Birmingham, Ala., whose followers believe he can heal the sick and predict the future. Prophet James Francis Jones says he applies

Continued on next page

Prophet's Dominion of God outgrew original church, now meets in ex-movie house

Inside theatre, Prophet occupies throne, aides pound barrelhouse pianos and organ ▶

Prophet's followers shower him with affection and gifts

these rare gifts regularly to the 6,000,000 he claims are members of his sect, the Church of the Universal Triumph, The Dominion of God. In return, the Dominion's parishioners just as regularly shower its leader with expensive presents and lavish affection. The presents have included a 54-room mansion in Detroit (capital city of the Prophet's Dominion), an assortment of Cadillacs and Lincolns, a $17,000 diamond bracelet, a $13,000 white mink coat, 400 suits and a piano with a built-in bed.

The Prophet's favorite possession, the white mink, was the gift of two of his most devout followers, a pair of Chicago school teachers, Evelyn and Esther Jackson. Several years ago, when—according to the Jackson sisters—Prophet Jones cured Esther's toxic goiter, they responded by giving him a huge diamond bracelet. Later, when they credited the Prophet with curing their mother's internal complaints (by persuading her to drink four glasses of water in a bus station washroom), they decided to do something special.

"Your Holiness," they said, "which would you prefer—a brown mink coat or a white one?"

"Beggars can't be choosers," said the Prophet. "So I'll take white."

The coat was made of seventy-five rare pelts and a scarlet silk lining. It cost $13,000. The sisters paid $2,000 down, $300 a month.

Like an ageless potentate on a throne of gold, Prophet impassively surveys his flock

Prophet Jones accepts these gifts as simple evidence of his followers' faith in his movement. "The people I help don't present gifts to me," he insists. "They ask that I intercede with God and, if their needs are granted, they give to further the work of God."

The Prophet claims he first heard the voice of God as a small boy living in the slums of Birmingham. God spoke to him, he says, and told him he was destined to "distil" good thoughts in the minds of men. In 1936 he founded his Dominion in Chattanooga and later moved to Detroit. He now has followers in thirty-four states.

He preaches that man's punishment for Original Sin was decreed by God to last 6,000 years. That period, says the Prophet, will end within the next forty years and then the world will be free from crime, evil and disease. Death, too, will vanish, and man will ascend to heaven in both body and soul.

Besides preaching and curing his followers, Prophet Jones also makes predictions. He says he "started predicting" at the age of 21 months and later foresaw the death of Edsel Ford and Frank Knox, named the day World War II would end, and predicted the explosion of the first atomic bomb and the election of Eisenhower.

In his bright vestments, the six-foot, 178-pound Prophet cuts a flamboyant figure in the pulpit. His sermons are heavily larded with purple passages and often run for hours. When it is time to begin curing the sick, parishioners are invited to stand up and announce

Continued on page 9

Prophet's most prized possession is $13,000 white mink coat, the gift of two admirers

Also prized is his gold throne. The briefcase beside it contains notes for his sermons ▶

Brightly dressed followers applaud Prophet. Most of them believe he has occult powers

Prophet envisions a world soon free of crime and evil

their ailments. As each complaint is aired a piano on the altar emits a series of gutbucket yelps, and the Prophet speaks.

"I now adjust your sickness," he intones. "It's all adjusted."

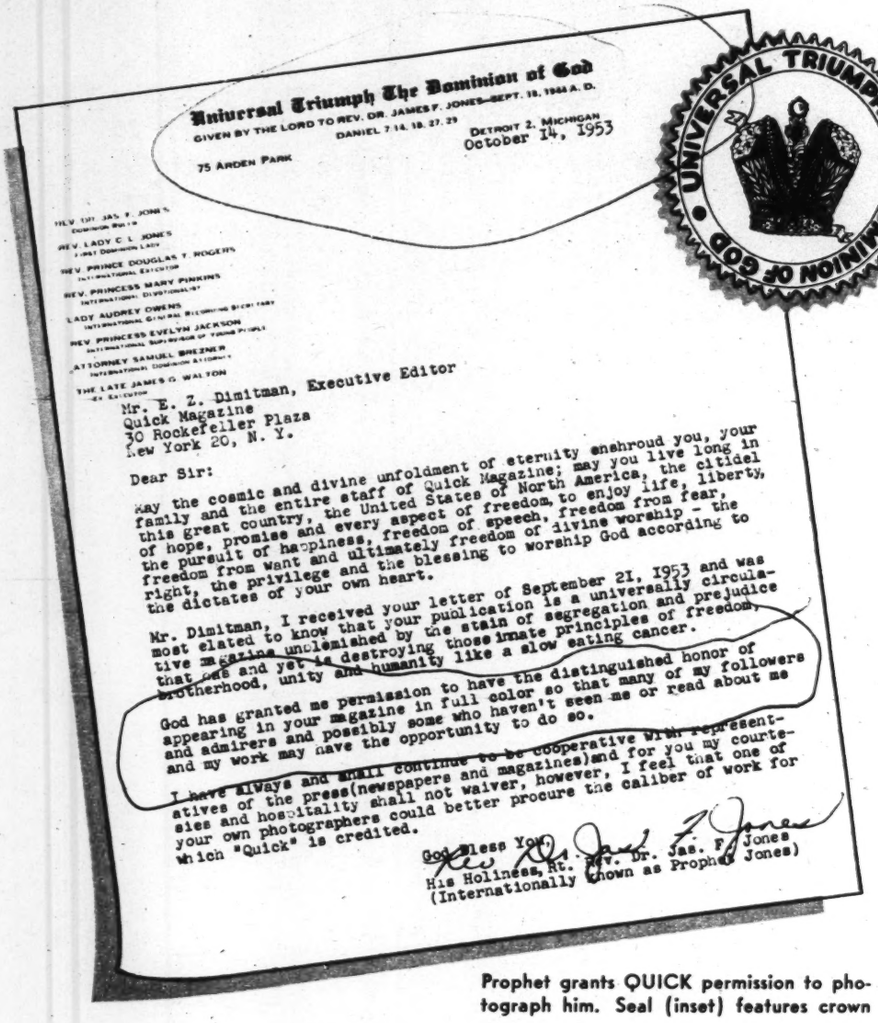
When not preaching, making predictions or curing the sick, Prophet Jones lives splendidly in his mansion with half a dozen servants. He is unmarried and a celibate.

All this wealth has made the Prophet a serious rival to Father Divine (who likes to refer to himself as "God-in-the-Flesh") among the nation's Negro evangelists. For years the two men have been at odds but in 1952 Father Divine made an attempt to bury the ecclesiastical hatchet by inviting his rival to his new "heaven" in Montgomery County, Pa. Prophet Jones accepted politely.

"Your Godliness," he wrote, "I know the chassis of your mind has been carried up to a divine cosmic lubritorium. I herewith graciously, humbly and sincerely, yet royally, accept your invitation."

Despite this overture, Prophet Jones and Father Divine still failed to see eye to eye on heavenly

Continued on next page



Universal Triumph The Dominion of God
GIVEN BY THE LORD TO REV. DR. JAMES F. JONES—SEPT. 18, 1944 A. D.
DANIEL 7.14, 18, 27, 29

75 ARDEN PARK

DETROIT 2, MICHIGAN
October 14, 1953

REV. DR. JAS. F. JONES
DOMINION PRIEST
REV. LADY C. L. JONES
FIRST DOMINION LADY
REV. PRINCE DOUGLAS T. ROGERS
INTERNATIONAL EVANGELIST
REV. PRINCESS MARY PINKINS
INTERNATIONAL DIVOTIONALIST
LADY AUDREY OWENS
INTERNATIONAL GENERAL RECORDING SECRETARY
REV. PRINCESS EVELYN JACKSON
INTERNATIONAL SUPERVISOR OF YOUNG PEOPLE
ATTORNEY SAMUEL BREZNER
INTERNATIONAL DOMINION ATTORNEY
THE LATE JAMES G. WALTON
EX EVANGELIST

Mr. E. Z. Dimitman, Executive Editor
Quick Magazine
30 Rockefeller Plaza
New York 20, N. Y.

Dear Sir:

May the cosmic and divine unfoldment of eternity enshroud you, your family and the entire staff of Quick Magazine; may you live long in this great country, the United States of North America, the citidel of hope, promise and every aspect of freedom, to enjoy life, liberty, the pursuit of happiness, freedom of speech, freedom from fear, freedom from want and ultimately freedom of divine worship - the right, the privilege and the blessing to worship God according to the dictates of your own heart.

Mr. Dimitman, I received your letter of September 21, 1953 and was most elated to know that your publication is a universally circulative magazine unblemished by the stain of segregation and prejudice that ~~does~~ and yet ~~is~~ destroying those innate principles of freedom, brotherhood, unity ~~and humanity~~ like a slow eating cancer.

God has granted me permission to have the distinguished honor of appearing in your magazine in full color so that many of my followers and admirers and possibly some who haven't seen me or read about me and my work may have the opportunity to do so.

~~I have always and shall continue to be cooperative with represent~~atives of the press(newspapers and magazines)and for you my courtesies and hospitality shall not waiver, however, I feel that one of your own photographers could better procure the caliber of work for which "Quick" is credited.

~~God~~ Bless You,
~~Rev.~~ His Holiness, Rt. Rev. Dr. Jas. F. Jones
(Internationally known as Prophet Jones)

Prophet grants QUICK permission to photograph him. Seal (inset) features crown

He and Father Divine cooled after meeting

matters, and when they parted, there was a noticeable coolness.

"I do not personally effect the cure of the halt and the afflicted," the Prophet said. "But I live such a clean life that when I request God to cure these unfortunate people, He does. The prayers of the righteous availeth much." THE END

pho-
crown

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uest
peo-
the
END

Katz, Joseph

JOSEPH KATZ
TEN WEST CHASE STREET
BALTIMORE

File

December 30th
1 9 5 3

Dear Ed -

You cheated yourself out of a royalty fee! I've had an order in for "This I Believe" for weeks - and it should please you to know that not a record dealer in this town has one in stock. .. all sold out.

It's swell of you to send it, Ed, and I'm very proud to own it. This, like everything else you do, is superbly well done. You have already made a substantial beginning in recording our life and times - and I hope you go on doing it for many, many years to come. A record library of Edward R. Murrow's productions will be a collector's item some day ... and this I believe.

With my best to you for the New Year and all the years ahead,

Sincerely

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Katz, Joseph

December 3, 1953

Dear Joe:

We are delighted to hear that the oysters are ready. I have checked with Janet and she thinks it would be nice if they could be delivered to us at 580 Park Avenue on December 10th or 11th so that we can take them up to the country that weekend. Very many thanks; we are looking forward to the feast.

With best regards.

Sincerely yours,

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

rh

JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

Baltimore

November 25th
1 9 5 3

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

The bivalves are ready. You said something on the phone to me about having them shipped to your grocer. Is that it - or shall I ship them to your home? If the former is the case, I'll need his name and address. If the latter, you'd better put your Algerian rug in storage. In either case, the Chincoteague season is on - and I'm sure you'll think a lot more of Maryland when you've tasted them.

By the way - and it's a big "by the way" - you've put me to a lot of trouble and expense. I've got to go out and hire a dress suit so I can bask in your reflected glory when you accept the Sylvania Award next Tuesday night!

With best regards,

Sincerely

Joseph Katz

JK/gm

Katz, Joseph

November 9, 1953

Dear Joe:

It's always a pleasure to hear from you so don't ever feel that you are bothering me. As to the guests on PERSON TO PERSON, we will continue to let you know the names the moment we have them ourselves. I know there have been occasions on which the information comes through very late, but sometimes our distinguished guests are a little hard to pin down. The best I can promise is that we will hurry them up whenever we can.

Many thanks for your kind words about the program. We all enjoy doing it and certainly appreciate the considerable favorable comment.

Best regards.

Sincerely yours,

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

rh

THE JOSEPH KATZ COMPANY *Advertising*

'ress your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

November 3rd
1 9 5 3

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

I'm supposed to be the guy who never bothers you. But I know you'll agree that one of the big values of advertising is to squeeze the most out of it, and one of the most valuable things about it is its effect on the machinery of the company - the sales managers, the district managers, the station men and the personnel in general.

All of this leads up to the fact that we've been getting the news of the guests on "Person to Person" so late, that it doesn't give us enough time to circulate it among all the folks mentioned. This puts "K" on the spot, because it is his responsibility to notify everybody, including Mr. H. C. Smith.

So could we get the names of the guests a bit earlier than we have up to now? We could do so much with them. As it is now, there isn't enough time to do much about it organization-wise. Is there anything you can do to hurry it up a bit?

And now, what should have been first I put last. I hear nothing but good things about the program. And, as Coue said, "Every day in every way it's getting better and better!"

With my best, as always,

Sincerely

Joseph Katz

JK/gm

HE JOSEPH KATZ COMPANY *Advertising*

eply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

May 29th
1953

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Ed:

Welcome home!

I am sending you a prescription to cure you of Mutualitis for good -- a pair of braces from one of our accounts, Pioneer.

These will make a neutral of you - and I think they'll also hold your pants up for a long time.

With best regards,

Sincerely,

Joseph Katz

JK/gm

Near thank him

rec'd

Katz

CABLES:
LEITH
GLASGOW

TRADE MARK

TELEPHONES:
LEITH 36291 (4 LINES)
GLASGOW, DOUGLAS 6428

J. G. THOMSON & Co., Ltd.

ESTABLISHED 1785
THE VAULTS, 87 GILES STREET, LEITH,
EDINBURGH
AND AT 85, WEST REGENT STREET, GLASGOW, C.2
SCOTLAND

RS
RSON,
Managing

BONDED WAREHOUSES
M 22 GILES STREET
M 34 ST ANDREW'S STREET
E 48 EAST OLD DOCK
LEITH

FSB:

21st May 1953

Edward R. Murrow, Esq.
Connaught Hotel
Grosvenor Square
LONDON W.1

Dear Sir,

Thank Katz for this also for Cigarettes

We have only today received a cable from the Vendôme Liqueur Inc. of New York, to have despatched to you one case of our Deerstalker Red Cap Scotch Whisky to arrive tomorrow at the Connaught Hotel, and we have today despatched this order per passenger train and trust it will reach you in time.

May we just explain to you that due to the Labelling Regulations in our two countries, we are unable to use the 'Private Stock' label in this country but the Whisky you will receive is the identical blend which they get in New York.

We should also like to point out to you that the strength shown on this Deerstalker brand is 70° proof. This is only 5% lower than what you are accustomed to see on the 'Private Stock' brand in New York, shown as 86°. We know this sounds mathematically quite stupid, but it is perfectly correct as our two countries use two separate hydrometers and different scales of degrees.

We are,

Yours faithfully
J.G.THOMSON & CO.LTD.

Susan S. Buchanan

Private Secretary to
Mr. Leycester Anderson :

May 14, 1953

Dear Joe:

This is merely a hasty note to acknowledge yours of May 6. I'll talk with Fred Friendly about the possibility of doing something about Flag Week on "See It Now". I'm not sure that we can do it since the show of June 14 will be our last for the summer, but we'll try.

For your information, I have just sent off a letter to your friend Swanson telling him I am happy to accept his invitation to serve on the Executive Committee of National Flag Week.

As ever yours,

Mr. Joseph Katz
10 West ~~Chase Street~~ 50
Baltimore, Maryland

cc F. F.
with correspondence

File

Katz

-1

April 8
1953

Mr. E. F. Kalkhof
Director of Advertising
American Oil Company
American Building
Baltimore, Maryland

Dear Mr. Kalkhof:

Supplementing Mr. McHugh's letter of March 31st to Tom Hamilton at CBS, I am attaching the schedule of the special middle commercials which will be fed to the northern territory on the indicated dates.

Very truly yours,

THE JOSEPH KATZ COMPANY

Robert G. Swan
Vice President
Radio & Television

RGS:aes
Enc.

cc: Mr. J. T. McHugh
Mr. Bob Dixon
Miss Barbara Boole
CBS Editing Dept.

DATES		SPECIAL NORTHERN COMMERCIAL #
April	6	2
	7	3
	8	4
	9	5
	10	6
April	13	7
	14	1
	15	2
	16	3
	17	4
April	20	5
	22	6
	24	7
April	27	1
	29	2
May	1	3
May	4	4
	5	5
	6	6
	7	7
	8	1
May	11	2
	13	3
	15	4
May	18	5
	19	6
	20	7
	21	1
	22	2
May	25	3
	27	4
	29	5

7560

FDBL

CBSNY

GA

J. Katz 30-

RECEIVED
1953 APR -3 AM 11:15
C.B.S. TRAFFIC DEPT. N.Y.

7/2

MR JON AARON FROM BOB SWAN OF JOS KATZ AGENCY

FOLLOWING IS TWO TEXTS OF 20 SRXX SECOND TV SPOT. WILL YOU PLEASE GIVE THEM TO DIXON. ASK HIM TO TAPE THEM AT SEVEN AND ONE HALF AS SOON AS POSSIBLE AND AIR MAIL SPECIAL DELIVERY THE TAPES TO MR. MILNER , 4125 FOREST PARK AVENUE, BALTIMORE 7, MARYLAND. THANKS A MILLION. HAVE DIXON CALL ME AT MY HOME THIS AFTERNOON.

~~VERSION 1~~ DON'T BUY PRICE. ~~[illegible]~~ BUY MILEAGE. GET LONG MILEAGE - AND THEN SOME WITH AMOCO GAS - THE ONLY ALL PETROLEU M MOTOR FUEL. EVERY DROP CAN BURN COMPLETELY, CLEANLY.14 DRIVE IN AT THE AMOCO SIGN OF GREATER VALUES.

VERSION 2 DON'T BUY PRICE. BUY MILEAGE. GET FULL MILEAGE - AND THEN SOME WITH AMOCO GAS - THE ONLY ALL PETROLEUM MOTOR FUEL. EVERY DROP CAN BURN COMPLETELY , CLEANLY.14 DRIVE IN AT THE AMOCO SIGN OF GREATER VALUES.

END AES

OK END CBSNY

8^10

THE JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

In reply to Baltimore - 1

January 20
1 9 5 3

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York - 22 - New York

Dear Ed:

Thanks a million for sending me the telegrams you received praising "Years of Crisis." I think we did indeed sell a gallon or two of Amoco.

John and Jesse gave me the little presentation book for an unofficial peek at your new television opus and John McHugh currently has it. We are most anxious to find out what the production budget will be. Of course we will have a first option on this show and I imagine that CBS will eventually let us know officially about it, but in the meantime we would like all the information you can send us.

Cordially,

Bob

Robert G. Swan
Vice President
Radio & Television

RGS:aes

January 2, 1953

Dear Joe:

On the occasion of the next CBS board meeting I shall drink a quantity of your magnificent Christmas present, put on the Mutual suspenders, and confront Paley and the whole board.

I send you my best thanks for your generous gifts and also for your gracious comments on the TV show. Also, I return your check for the Correspondents' Fund. You label yourself "absent minded" and truly so, since you done forgot to sign it. I am sure any bank would cash your check without a signature, at least I would, but I thought you just might like to sign it anyway.

As ever yours,

Joe

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

THE JOSEPH KATZ COMPANY *Advertising*

your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

December 29th
1 9 5 2

$100.00
check to OPC

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Ed:

Welcome back!

CBS certainly got its money's worth out of you this year - and sent you to "Siberia" for a Christmas present!

I thought maybe you'd like to quit and put the onus on Columbia by getting yourself fired - so I supply herewith the material by which this may be brought about. Just put on these Mutual suspenders and march into Paley's office - and don't forget to let me know what happens.

We sat spellbound and watched you yesterday. And all we can say for your Korean trip is - "What a man!"

With my best to you, as always,

Sincerely

Joseph Katz

JK/gm

P.S. By the way. a check for $100 for the Correspondents' Fund from an absent-minded guy who's just getting around to it ... just to prove to you that somebody listens to your program.

- attached - not signed ?!

November 18, 1952

Dear Joe:

Herewith the script for your doctor and one for you.

Sometime remind "K" that in an exuberant moment in Harrisburg he promised me--and I have witnesses --two sets of those alleged Amoco snow tires, one for a Chevrolet and one for a Mercury. They should ought to be shipped to Pawling, New York .

I am reliably informed that Eisenhower's next two appointees will be named Hodge and Podge.

As ever yours,

Mr. Joe Katz
10 W. Chase Street
Baltimore, Maryland

dm

JOSEPH KATZ COMPANY *Advertising*

Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

November 13th
1 9 5 2

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

Well, it's all over - and I guess we should have written some Hadacol commercials for the Democrats.

After your broadcast last night, I scribbled a little note to myself on the margin of the newspaper, reading, "Write to Ed asking for copy of tonight's script." (Tuesday, November 12th.)

I'd no sooner finished when the phone rang. It was my doctor. He, too, had just heard your broadcast, and he said, "That was the greatest thing I ever heard in my life. I'd certainly love to have a copy of that script." And I agree with him. This is the first time I've ever used the word "greatest," even in my ads!

Could I get a copy for the doctor - and would you scribble on it, "To Dr. Louis P. Hamburger - the guy who keeps my 'board bill' alive" -- or something like it? And one for me, too?

With best regards,

Sincerely

Joe

Joseph Katz

JK/gm

Katz SP

October 30, 1952

Dear Mr. McHugh:

As per my telephone conversation with Miss Shaffer I shall hold the requests we have received for AMOCO Score Cards and will fill them from this office as soon as we receive the Cards you are having sent to us. We now have about five written requests (I've just discovered, however, that one is from a New York City school teacher who wants 35 copies to use with his class). We've also had about 10 to 15 telephone requests, but of course referred these people to their AMOCO dealer.

It might interest you to know that two of the writers say the Cards were not available at the AMOCO stations they tried. One letter was from Newport, Rhode Island; the station is at the corner of Van Zandt and O'Connell Highway. The other letter was from Peekskill, New York; the writer had tried two stations but did not mention their location.

I assume you will be interested to see these letters and will send them on to you when we have the requests taken care of.

Sincerely,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. John T. McHugh
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

3P

THE JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.
NEW YORK, 488 MADISON AVE.

reply to Baltimore

May 15th
1 9 5 2

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

Hi - you old medal winner!

You know the story about the customer sitting in the barber shop when another guy hollered in, "Mr. Jones, your house is on fire!" Customer went flying down the street, and after running about two blocks stopped suddenly and said to himself, "Hell, my name ain't Jones!"

That's how it was with me at the Overseas Press Club dinner. After being tapped on the shoulder by John McHugh and told I had seven minutes to catch the train, I left you and your b.w. and went tearing to the station, only to find that the train was leaving at 2:30 daylight time - not 1:30. So I owe you an hour w.d. (with drinks) - and I'll pay off next time I see you coming down the spiral staircase that leads to the ground floor liquor studios of CBS.

I felt very proud of you sitting up there that night - and being able to say "That's my boy!"

I mumbles something to you that evening about a school for auctioneers, which I think should make a good "See It Now" spot. Next to the circus, I don't think there's anything funnier than some of these auctioneers, and I'm enclosing an article about them from the Wall Street Journal.

See you later!

With best regards,

Sincerely,

Joseph Katz

JK/gm

Katz Agency

JOSEPH KATZ COMPANY *Advertising*

Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

September 22nd
1 9 5 2

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

Mrs. Ellen Wolf, whom I've known since she was about so high, will be in New York in the next day or two and I've taken the liberty to suggest that she call on you. Mrs. Wolf is in the State Department - and quite a gal!

She would like to meet some of the "top brass" in The Voice of America - and I'd very much appreciate your giving her a good set of directions.

I'll be seeing you - and hearing you.

Long may you wave!

Best regards

JS

Joseph Katz

JK/gm

'as the lady from Boston said —
hope does letter of introduction arrive)

Elinor K. Wolf
9189 Germantown Ave.
Philadelphia 18, Pa.

Dear Mr. Marrow: —

Please accept my thanks — not perfunctory — for your kind ~~attention~~ & helpful suggestions ~~yesterday~~.

The opportunity to do this "thing" of course intrigues me but the difficulties continue to appall me. At least your belief in such a venture is most satisfying —

With thanks — Sincerely
Elinor K. Wolf

J. Katz SP

May 9, 1952

Dear John:

Even a horse requires some rest! If it is agreeable with you and with our friends at AMOCO I should like to take the four weeks off from July 28 to August 22. It is my plan to work during July to cover the Conventions, which end the 25th, in Chicago. I am sure we can find an agreeable substitute for the four weeks.

As ever yours,

Mr. John T. McHugh
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

footnotes*

*More on marketing autos

In the Letters section of this issue, the Automobile Manufacturers Assn. takes us somewhat to task for an editorial in our January 25 issue, which suggested that the auto industry has priced itself out of its market to such an extent that it may have marketing troubles ahead. The AMA makes a highly interesting case for its industry's postwar record, and we are glad to publish it.

We are even more impressed, however, by the recent price action of the Ford Motor Co.: given the green light for new price increases by the OPS, Ford (unlike the other major manufacturers) chose not to raise its prices the full amount. On some of its cars, in fact, it raised them only half as much as the new OPS ceiling permitted. The AMA's defense is interesting but the Ford action is convincing. It makes us feel, in fact, that perhaps we were more right than the AMA, all along.

Where we and the AMA differed essentially was that the association talked about what had happened up to now, whereas we talked primarily about what we feared might happen in the future. It is splendid, as the AMA says, that an average factory worker today needs only 28 weeks' work to earn the price of a new car, whereas it took him 31 weeks in 1940. But the thing that worries us is that industry, once having achieved that kind of progress, is tempted to stop there. It cannot and it must not. You do not build the dynamic, growing kind of economy that we have today and must sustain tomorrow without improving on that 31-28 week progress by even greater future achievement.

There is another point on which we take issue with the AMA and one which, we believe, ran through our previous editorial. That is the public relations aspect of this whole discussion. If the auto industry's postwar record has been as good as the AMA indicates, why hasn't the public been told about it? We have seen enough research, watched enough sales curves, talked with enough manufacturers and marketing people and customers to submit that—whatever the facts or the truth may be—the public's belief is that automobiles are overpriced, "over-accessoried," "over-deluxed," and are not today being marketed in their traditional sense of a better product at prices more people can afford.

The facts are certainly important. But the public's belief about those facts is, if anything, even more important. If the AMA has been derelict on this point (as we are inclined to believe), it is not singular. It is only typical, tragically so, of the ineffective public relations that so many industries are suffering from today. The facts about so many industries are so much better than the beliefs would indicate. Automobiles, apparently, are as good an example of this as we have. We should like to see the beliefs correspond more closely with the facts. So, we believe, would the public.

*Good copy on the air

So much is said so often about the poor commercials on radio (or the plethora of them) that there is always danger the good ones will be overlooked, or lost in the critical shuffle. But there are good ones, and plenty of them. One of the best we have heard lately came from Edward R. Murrow, who delivered the commercial himself on the American Oil show he runs on CBS-Radio. Amoco that day had won the Freedom Foundation's top award (see p. 17), and Murrow had this to say:

"As I understand it, Amoco was given this award because, through its advertising, it did more than any other corporation to promote the cause of freedom last year. Freedom is everybody's business, and even a corporation can have a conscience. Night after night, on this program, Amoco has given up its commercial time—for which it pays a goodly sum—to speak a stout word for the Salvation Army, Boy Scouts, Blood Donors, Safety and scores of other voluntary efforts that are part of freedom's total effort. The American Oil Co. and its dealers and the men who fashion the advertisements (Joseph Katz Co.) ought to feel right proud. . . .

"For my own part, I am proud to work between such good commercials. There isn't a huckster in the house. And I never realized before how short the commercial time on this program is."

Good advice comes from everywhere. Good copy can be found on radio just as it can in every other medium. There should be more of it, more programs like Amoco's and more recognition like this for good advertising.

Reginald Clough

Editor

E JOSEPH KATZ COMPANY *Advertising*

to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

January 31st
1 9 5 2

Dear Ed:

Thought you'd like to see this.

I want to tell you what a wonderful thing you did for me in being the star of the American Jewish Committee meeting in New York the other night. And sticking it out the whole night gave everybody a big time. What a job you did!

I'll remember you in my will for that - not that you need it.

Admiringly,

JK:me
Enclosure

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, New York

A REPORT TO MANAGEMENT FROM

THE WAGE EARNER FORUM

Sponsored by MACFADDEN PUBLICATIONS, INC. *Directed by* EVERETT R. SMITH *and* HELEN SMITH

VOL. 9 **NO.** 2 (52-2) January 30, 1952

WAR WITH RUSSIA INEVITABLE

SAY 71.2%

The Korean operation is disturbing to everyone. More than 70% of the wage earner men feel that the situation is such that it will ultimately be necessary for us to fight an open, all-out war with Russia herself. And of those who feel this way, well over one-third say it will come in from one to two years, and most of the others that it will be in less than five years.

This feeling that war with Russia is inevitable is lower among those 45 years of age and over, but is emphatic among those under 45.

Q. In spite of the attempted peace talks, the Korean War is still going on. What is your opinion at the present time - do you think the U.S. (either alone or with the UN) will eventually have to fight an open, all-out war with Russia herself?

		By Age			By Region			
	Total	21-29	30-44	45 & Over	North	Mid-West	South	Far West
Yes	71.2	77.1	73.8	64.6	67.8	72.0	73.4	75.2
No	10.3	9.2	10.5	10.5	11.7	9.8	10.4	7.6
Don't Know	18.5	13.7	15.7	24.9	20.5	18.2	16.2	17.2

Expect It In 2 To 5 Years

Among those who feel that war with Russia is inevitable, its imminence is felt about equally in all sections of the country, though a larger proportion in the Northeast feel it will come within two years than is the case elsewhere.

Q. If yes (think there will be war), how soon do you think this will come?

		By Age			By Region			
	Total	21-29	30-44	45 & Over	North	Mid-West	South	Far West
Within 1 year	8.8	11.9	7.3	9.9	9.3	7.9	9.7	8.9
1 to 2 years	38.1	32.7	37.4	42.3	41.6	38.6	33.1	35.4
3 to 5 years	31.3	29.7	34.7	25.9	28.0	31.1	36.2	32.9
Over 5 years	5.4	6.9	6.0	3.5	3.3	7.9	5.6	2.5
Don't Know	16.4	18.8	14.6	18.4	17.8	14.5	15.4	20.3

WHO ARE THE MEMBERS OF THE WAGE EARNER FORUM?

The Wage Earner Forum, sponsored by Macfadden Publications, Inc., comprises a panel of some 1,500 wage earner families, distributed throughout the United States in proportion to wage earner employment concentration, on the basis of government data. Other factors, such as age and union membership, have proper representation.

Within this sample, a family's designation as "wage earner" is based on the occupation of its chief income producer, the husband. Such occupations include skilled labor, semi-skilled labor, unskilled labor, and other occupations classified from government sources as wage earner—distinguished not only from executive, professional and proprietor, but from all other white collar occupations.

These are the type of family reached by Macfadden magazines, but they were not selected on the basis of such readership, nor is it known which or how many of them read any of the nine Macfadden magazines.

WHAT IS THE PURPOSE OF THE WAGE EARNER FORUM?

It is estimated that 60.6% of urban families are such wage earner families, employed in manufacturing, construction, transportation, mining, etc. Their attitudes toward business and industry are obviously of the greatest importance. As the largest single group in the nation, they obviously carry vast influence in national affairs.

Macfadden Publications, Inc., considers it a vital need and an important service to find out and to advise business, industry and government what these wage earners are thinking.

The Wage Earner Forum covers subjects of current widespread interest—topical questions on which these people are eager to express their opinions. It gives them an opportunity to talk openly with the freedom of anonymity.

HOW IS THE FORUM CONDUCTED?

There are two sets of questions—one set answered by the husband and the other by the wife. Actually, then, there are some 3,000 individuals participating in these surveys. Their voluntary comments are welcomed, and frequently some of the most illuminating information comes from these comments. Their cooperation in the Forum is purely voluntary and they receive no payment other than a "thank you" gift, sent each month, having a retail value of 15c to 25c per family.

The entire operation is under the direction of Everett R. Smith, Research Director of Macfadden Publications, Inc., and Helen E. Smith, Supervisor of Surveys. Original panel members and replacements have been selected by independent field research organizations, in accordance with strict specifications as to occupational qualifications and geographic distributions set up by Mr. Smith. Surveys are made approximately every six weeks, and are handled by mail by the research staff of Macfadden Publications.

Recipients of these reports who have questions which they feel are of enough general interest to be asked of the wage earners, may submit them to the Directors of the Forum. Names of respondents are held in confidence and we are obligated to refuse other use of this list in any way whatsoever.

TABULATIONS AND REPORTS

Tabulating is done on I.B.M. machines by Barnard, Inc. Work is begun when the return of questionnaires reaches 90% of the total panel, or better. No opinions from this panel have been based on returns from fewer than 90% of the member families.

In these published reports, unless otherwise stated, the total responding panel of husbands, or wives, or both, is taken as 100%, rather than the number responding to any given question. Thus the percentage of "No Answer" is shown in each case—a constant measure of question interest or impact among the entire panel.

Believe UN Should Act

If Communist aggression continues in Korea, or breaks out elsewhere, two-thirds of the workers feel that the United Nations should declare war and get it over with. There is no significant difference in attitude on this point by age groups. The feeling is slightly stronger in the Northeast and the Far West, but not greatly different.

Q. If Communist aggression continues in Korea or breaks out elsewhere, do you think the UN should declare such a war so that we can "get it over with"?

		By Age			By Region			
	Total	21-29	30-44	45 & Over	North	Mid-West	South	Far West
Yes	65.4	61.8	66.1	65.6	67.0	63.9	61.3	72.4
No	27.2	32.1	27.8	24.2	25.1	30.3	27.7	21.9
Don't Know	2.2	3.1	2.4	1.6	1.6	2.2	4.1	.9
Not Reported	5.2	3.0	3.7	8.6	6.3	3.6	6.9	4.8

"Let's Get It Over With"

On this point, 40% of this nation-wide panel made voluntary additional comments. Most frequent was that "we should get it over with"; that "that is the only way to stop the spread of Communism"; that "we might as well do it"; and "why just stand by and let our boys get killed". Also, those who favored declaring such a war say that it should be done as soon as we are ready; that force is the only thing that counts with Communism; the longer we wait the better prepared they will be.

From both those in favor of a war and those opposed, there was criticism of other nations as not providing as much as they should have - "we always have to put out the men and the money; other nations should provide more than they have done". Even those who did not express themselves in favor of declaring such a war expressed strong criticism of Russia, the Communists and the actions and attitudes of the United Nations in the Korean situation.

Think Japan a Valued Ally

The workers feel that Japan is a valued ally under these situations. Almost all of them feel that the Japanese Peace Treaty recently signed in San Francisco is a good thing. This feeling is very strong among all age groups and in all sections of the country.

Q. Do you feel that the Japanese Peace Treaty recently signed in San Francisco is...

		By Age			By Region			
	Total	21-29	30-44	45 & Over	North	Mid-West	South	Far West
A good thing	90.7	90.8	92.2	88.2	90.5	92.2	87.1	92.2
A bad thing	2.8	3.1	2.6	2.9	3.5	2.3	2.4	2.9
Don't Know	6.5	6.1	5.2	8.9	6.0	5.5	10.5	4.9

January 18, 1952

Dear Joe:

First of all, my belated thanks for your delightful and palatable Christmas present. Also, thanks for the comments on last Sunday's show. The reaction seems to reflect the sadistic pleasure people have in watching someone slipping on a banana peel.

As ever yours,

Mr. Joseph Katz
10 W. Chase Street
Baltimore, Maryland

E JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

Baltimore

NEW YORK, 488 MADISON AVE

January 16th
1 9 5 2

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

You'll never know what a wonderful thing you did for my friends, the Victor Sparks. They lost a fine boy in World War II, and now their second son is wounded in Korea. The comfort you've given them by telegraphing your people in that part of the world has braced them enormously - and they are so grateful.

The b'hoys are all excited about your doing the AJC program on January 26th - and I'm looking forward to making a lot of noise in the audience when your handsome profile makes its appearance. This is a big thing for me, too.

You certainly put on a great show last Sunday afternoon. The whole town is buzzing about the way you handled it. I don't think Houdini could have done as well. I just sat there and watched in glee the way you turned a calamity into a liberal education in television. It really was terrific!

Love and kisses

OT

JK/gm

JANUARY 11, 1952

Katz
SP

PRESS

GEORGE HERMAN
COLUMBIACAST
TOKYO

FROM MURROW

WOULDST PLEASE PERSONALLY COMMUNICATE FIRST LT. MICHAEL M. SPARK, U S M C, WARD H. ~~NK~~ U.S. NAVAL HOSPITAL, YOKOSUKA ADVISING HIM PARENTS AND FAMILY WELL RECEIVING HIS LETTERS REGULARLY.

~~E.R.M.~~
Chester

1-28-150-8

8 10

THE JOSEPH KATZ COMPANY Advertising

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

ly to Baltimore

December 21, 1951

Miss Dorothy McDonough
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Dotty:

Under separate cover, I am returning to you the file of letters addressed to Mr. Murrow.

Since I had your permission, I have removed several letters which I believe will be of interest to American Oil Company.

After going over the letters, I found it rather difficult to lay down any specific rule as to the type of letters I would like to have in the future. However, and generally speaking, I think I would like to have all letters in which the name Amoco appears.

I would like also any letter which indicates that a follow-up by American Oil Company Sales Department might produce a sale. In this latter category, and as an example, I found a letter which indicated that the writer was a confirmed user of Campbell Soup, but he had not yet been converted to Amoco products. The writer was the Motor Fuel Service, Inc., apparently a large user of petroleum products.

I have turned this letter over to American Oil Company Sales Department.

Thanks very much for letting me borrow Mr. Murrow's letters, and thanks for forwarding to me in the future any letters you believe will be of interest.

Sincerely yours

John

Account Executive
For THE JOSEPH LATZ COMPANY

John T. McHugh/je

December 19, 1951

Dear Joseph:

First of all my greatest gratitude for your comments on "See It Now". My only personal regret in the matter is that I could not have continued to work for you in television as well as radio. Secondly, my gratitude for the fine pairs of suspenders. In the past I have worked for advertising agencies who were worried about me keeping my shirt on but this is the first time anyone has been concerned about my trousers and I am duly grateful.

I tried to get my colleagues to adopt your suggestion for the "See It Now" trademark but for some reason they wouldn't concur and I didn't feel entitled to insist. Television may have a future but so far as I'm concerned my primary interest, and I hope my future, resides in the old fashioned news show at 7:45.

Being temperamentally opposed to the institution of Christmas I have no alternative but to send you my best wishes for a very happy Easter egg.

As ever yours,

SVP

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

JOSEPH KATZ COMPANY *Advertising*

timore

BALTIMORE, 10 W. CHASE ST.
NEW YORK, 488 MADISON AVE

11

November 27th
1 9 5 1

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Ave.
New York 22, N.Y.

Dear Ed:

First of all, my mitt is out to you for "See it Now." To paraphrase Nathan Hale, "I only regret that I have but one order to give to my network."

As you know, the only thing that stood between Amoco and buying "See it Now" was that old troublemaker, money -- we just didn't have enough to buy both.

I ain't got the words to tell you how wonderful the show is. And what a cigarette testimonial you'd make! I've never seen such out-of-breath critics.

When I saw the title in plain type, it struck me what a natural it would be if the title were superimposed over the new CBS eye trademark.

Here's my contribution.

With my best, as always,

Sincerely,

52

Joseph Katz

JK/gm

E JOSEPH KATZ COMPANY Advertising

y to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

November 15th
1 9 5 1

Dear Ed -

I've been watching your suspenders and they look as if it's time for a change.

So I'm sending you, by oxcart, two pairs:

(1) Card Royalty (which should be lucky at poker)

(2) Acrobats

You're certainly holding up very well these days - including your pants. Smart fellow, that Murrow!

My best to you - and love to the missus and the kids.

Sincerely

JK/gm

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N.Y.

J. Kaly 5P.

RECEIVED
1951 OCT 22 PM 4:30
C.B.S. TRAFFIC DEPT. N.Y.

WU025 PD

BALTIMORE MD OCT 22 344P

JESSIE ZOUSMER,EDWARD R MURROWS OFFICE
COLUMBIA BROADCASTING SYSTEM

PLEASE SEND ME COPY OF PUBLIC SERVICE MIDDLE COMMERCIAL
USED MAY 30TH NEED SOONEST POSSIBLE

BOB SWAN

428P..

done

October 5, 1951

Mr. John T. McHugh
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

Dear John:

Ed plans to leave for England by plane at about 6:00 PM Thursday, October 18, and to return on or about Thursday, November 1. During this period Bill Shadel will open the news portion of the program with about six minutes of hard news and Ed's feature material will follow. Ed will record his portion of the October 18th broadcast before plane time. Thereafter, until his return, he will broadcast from abroad — either live or on a recorded basis.

Ted Church is sending you a recording of a Shadel news broadcast as well as biographical material on him. Please let me know if you need anything else.

Cordially yours,

JMS:PL

cc: Mr. Murrow
Mr. Church

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

July 24th
1 9 5 1

Dear Ed:

I don't know whether you'll be reading this at the bar at 485 Madison or somewhere in Yugoslavia.

I want you to know that nobody but nobody has ever said such nice things about a guy who didn't deserve them. I didn't really read the books. I read the New York Times book reviews - and I've been talking like a professor ever since.

Last year I had a New Year's greeting from Henry Mencken in which he wrote, "I hope you're not shot at by Arabs or Christians in 1950."

Take care of yourself wherever you go -- you're the best meal ticket we have!

Yours

JK/gm

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

July 12, 1951

Dear Joe:

This is the first day of my alleged vacation. I have acquired a one-risk new dictating machine which I am told can be transcribed by my secretaries in New York. My first duty and inclination is to say to you my thanks for the last couple of years of pleasant association; secondly to say my thanks for books and autographs that you have sent me.

You are, in my experience, the only advertising man I have ever known who reads books and who furthermore gives them to wage slaves that work for you.

One way and another I have worked under your auspices and through your agencies for a fair number of years, and I would like you to know that the listener response and my personal impression is that no news broadcaster has ever worked under more salubrious conditions or behind better written, more intelligent, and bearable commercials.

Whatever the future may hold, even though it be television, I desire on this first day of my vacation to send you my best salute.

As ever yours,

E R Murrow

(Dictated but not signed by Mr. Murrow)

Mr. Joseph Katz
The Joseph Katz Company
10 W. Chase Street
Baltimore, Maryland

July 11, 1951

Dear Joe:

Another Josh Billings! If your not careful I will soon become as literate as you. Thanks very much. This is being dictated in my log house in Duchess County and on the 4th of July. Casey has exhausted his supply of fireworks without sustaining serious injury and my golf game doesn't seem to improve any.

It will give us great pleasure to have you up here for a few days or a weekend if you could possibly get away. It is only an hour and forty-five minutes from New York and if you would telephone my office they'll put you through to this place which is at least quiet and when the telephone rings it is someone wanting to play golf, drink a little whiskey or play a little poker.

I shall probably go to the West Coast the second or third week in July and then go abroad to Yugoslavia during August. In that case I shall pick up some tail pieces for Hollenbeck.

As ever yours,

SP

Mr. Joseph Katz
The Joseph Katz Company
488 Madison Avenue
New York, New York

JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

more

June 20th
1 9 5 1

Dear Ed:

As a fellow-admirer of old Josh Billings, you might like to have this little autographed sentiment of his. It will go very well with the Billings I sent you.

I miss you! We ought to be seeing each other soon.

With best regards,

Sincerely

JK/gm

Mr. Edward R. Murrow
485 Madison Ave.
New York 22, N.Y.

Expires for 90 days

Lost Billing

B

4

ltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

January 25th
1 9 5 1

Dear Ed:

If, after receiving this package, you're ever troubled by spooks, running out of money, or find that your wife has stopped loving you - please let me know and I'll see that I get my money back.

Here's a complete outfit, as the ads say, to take care of everything.

Don't miss the word "alleged" on the labels - that keeps the cops away. I particularly like the ad-writing on the "Money Drawing Incense" label - read every word of it!

With best regards,

Sincerely

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

BALTIMORE, 10 W. CHASE ST.
NEW YORK, 488 MADISON AVE.

Baltimore

America
shelf

February 1st
1 9 5 1

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

I hope this greets you feeling nice and rested.

The footnote on your letter asks, "Who is Hershfeld?" Hershfeld is the New York Times cartoonist who did the series of CBS personalities a year or two ago. You sent one to Kalkhof, properly engrossed.

* * *

Maybe there's a sayin' or two here.

With best regards,

Sincerely

Joseph Katz

JK/gm

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

April 6, 1951

Mr. John T. McHugh
The Joseph Katz Company
10 W. Chase Street
Baltimore, Maryland

Dear John:

I tried to call you back the afternoon that you left the good news for me regarding Ed Murrow's participation in "Hear It Now", but I was unable to reach you; and on the following day, I left for the one brief holiday I have been able to work out for many months. I am sorry that I am so slow in doing so, but nevertheless, I do want to thank you again for all the trouble you went to in the matter.

The stipulations in Mr. Smith's letter to you, which you passed on in your letter of March 29, are completely acceptable to us. We, also, want to avoid presenting Mr. Murrow on a program which is inconsistent with his stature or the best interests of the American Oil Company, and I don't think that you or your client need have concern either on that point or his broadcasting in Amoco territory for a competitive sponsor.

I am sending copies of your letter to both Mr. Murrow and Mr. Stanton.

Cordially yours,

James M. Seward

Blind cc: Mr. Stanton
Mr. Murrow

J. Katz
OSP

COPY

THE JOSEPH KATZ COMPANY - Advertising

Baltimore, 10 W. Chase St.
New York, 488 Madison Ave.

March 29, 1951

Mr. J. Seward
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Re: American Oil Company
Edward R. Murrow

Dear Mr. Seward:

This will confirm my phone conversation of last Thursday, at which time I left for you the message that American Oil Company had given approval to the securance of a sponsor for the "HEAR IT NOW" program.

Mr. H. C. Smith, President of the American Oil Company, has now given me written confirmation of his approval from which I quote the following:

> "I think obviously we would not want Edward R. Murrow broadcasting in our area for a competitive sponsor and with this limitation Columbia agrees to abide.
>
> I think also that we would not want Edward R. Murrow putting on a program in our area which detracted from Murrow, either from the type of program or the type of sponsor. I assume Mr. Murrow himself would probably guard against such a possibility but perhaps you should include that reasoning in our agreeing with Columbia's request."

I am sure that Mr. Smith's stipulations do not suggest anything that is not to the best interests of Edward R. Murrow, the Columbia Broadcasting System and the American Oil Company.

Sincerely yours,

/s/

Account Executive
For THE JOSEPH KATZ COMPANY

John T. McHugh:je

CBSNY

RECEIVED
1951 APR -3 PM 5:45
C.B.S. TRAFFIC DEPT. N.Y.

SP

EDWARD R MURROW FROM JOSEPH KATZ 4-3-51

HERE S AN ARTICLE I WROTE WHICH APPEARED IN ADVERTISING & SELLING - TITLED "DONT BE AFRAID OF THE OBVIOUS"

PLS CALL ME HERE AT MY OFFICE AS SOON AS U VE READ IT

DONT BE AFRAID OF THE OBVIOUS

IT S ABOUT TIME A LOT OF US READ "OBVIOUS ADAMS" AGAIN. IT S THE STORY ABOUT AN ADVERTISING MAN. ALL THE BRIGHT IDEAS THE AGENCY THOUGHT UP DIDNT WORK IN DESPERATION THEY PUT IT UP TO A YOUNG COPY MAN NAMED ADAMS.

AS THE STORY WE NT, "SOME OF THESE THINGS ADAMS HAD LEARNED BACK IN THE LITTLE NEW ENGLAND GROCERY STORE, AND THEY SEEMED TO HIM PERFECTLY NATURAL THINGS TO DO. THEY SEEMED SO TO MR OSWALD AND MR HOWLAND AND ALL THE REST WHEN THEY HEARD THE PLAN, AND EVERY ONE OF THEM WONDERED WHY HE HAD NOT THOUGHT OF THE .

"BEFORE THE FIRST WEEK OF THE SAMPLING CAMPAIGN WAS UP THE SALES HAD BEGUN TO SHOW A SUBSTANTIAL INCREASE, AND AT THE END OF A MONTH THE GOLDEN BROWN CAKE CO REPORTED AN INCREASE OF NEARLY THIRTY PER CENT IN THEIR BUSINESS IN WHAT WAS ORDINARILY THE DULLEST MONTH OF THE YEAR.

"YES, THE COPY WAS APLE - ALMOST HOMELY, IN FACT - BUT IT HAD THE FLAVOR OF THE OLD NEW ENGLAND KITCHEN ON BAKING DAY, AND IT TOLD OF THE CLEAN, SUNNY BAKERY WHERE GOLDEN BROWN CAKES WERE BAKED. IN FACT IT TOLD ALL SO SIMPLY THAT IT IS ENTIRELY PROBABLE THAT IT WOULD HAVE BEEN TURNED DOWN FLAT HAD NO T THE PREVIOUS CAMPAIGN FAILED."

INN MOST ADVERTISING AND BUSINESS CONFERENCES THE MANY WHO COMES UP WITH AN OBVIOUS GXXX IDEA GETS A FISHY LOOK. THEY LOOK AT HIM WITH PITY. TO THEM, HE S THE MAN WHO HASNT ANY NEW IDEAS.

AND SO THE CAMPAIGN WINDS UP WITH A "TERRIFIC" IDEA THAT " WILL SLAY EM" -- BUT AS OFTEN AS NOT WITH A THEME THAT IS FAR REMOVED FROM THE BIG BASIC USE OF THE PRODUCT. (IN "SONG OF NORWAY" A CHARACTER SAYS "SOME PEOPLE LIKE MUSIC - BUT EVERYBODY EATS FISH.)

A SELLING IDEA THAT HAS A WIDE APPEAL IS USUALY OBIXXX OBVIOUS. SO-CALLED "CLEVER" IDEAS ARE OFTEN NOTHING MORE THAN BRAINSTORMS OF THEORY THAT FREQUENTLY GO TO PIECES WHEN THEY STRIKE THE ROCK OF PRACTICAL EXPERIENCE.

THE ADVERTISER WANTS RESULTS. AND THE FUNCTION OF AN ADVERTISING AGENCY IS NOT TO SHOW HOW CLEVER IT IS, BUT TO MAKE THE ADVERTISING PAY.

DONT BE AFRAID OF AN IDEA BECAUSE IT ISNT NEW OR CLEVER. GET AT THE BASIC STORY OF A PRODUCT - AND TELL IT, SINCERELY AND CONVINCINGLY.

LOOK AT THE ADVERTISERS WHO ARE SUCCESSFUL FOR A LONG TIME, AND YOU LL SEE THAT THEIR SELLING APPEALS ARE SIMPLE AND FOUNDED ON SOUND,

BASIC IDEAS.

IF YOU VE GOT ONE, HANG ON TO IT. DONT BE STAMPEDED BY AN IDEA THAT HAS NOTHING TO RECOMMEND IT BUT ITS CLEVERNESS.

DONT BE AFRAID OF THE OBVIOUS

END

THE NIGHT IS LONG AND
PAIN WEIGHS HEAVILY,
BUT GOD WILL HOLD HIS
WORLD ABOVE DESPAIR;
LOOK TO THE EAST, WHERE
UP THE LUCID SKY
THE MORNING CLIMBS! THE
DAY SHALL YET BE FAIR.

CELIA THAXTER, *Faith*

5 10

THE JOSEPH KATZES

THE YEAR NINETEEN FIFTY-ONE

This is my today
card for
Joe

SP

THE JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

s your reply to Baltimore

"Pioneer '51"

Called 2/20 DM

February 19th
1 9 5 1

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow:

Just as Mr. Katz was leaving for Florida today, he asked me to find out from you what will be the title of your U.J.A. broadcast on March 1st.

I'll appreciate it so much if you will ask your secretary to drop me a note about it.

Thank you.

Sincerely

Gertrude Rogers

Secretary to Mr. Katz

om Joseph Katz

Ed:

Now that you have your Josh Billings, here's a "Word for Today" from his day, in the great man's own handwriting.

If it were anybody but you, I'd keep it myself - but nothing's too good for you.

What a commercial this would have made if you had a gin sponsor!

Best regards -

January 25th

If you dont believe in total depravity, buy a quart of gin and studdy it.

Josh. Billings

Jessamyn West Tells a Strikingly Original, Turn-of-the-Century Tale

Placed in the Unlikely Setting of a County Poor Farm, "The Witch Diggers" Is Rich in Humor and Humanity

THE WITCH DIGGERS.
By Jessamyn West. ***441 pp. New York: Harcourt, Brace and Company. $3.50.***

Reviewed by
FLORENCE HAXTON BULLOCK

JESSAMYN WEST, who wrote "The Friendly Persuasion" and "A Mirror for the Sky," has produced in "The Witch Diggers" a strikingly original novel. Despite its grimly unpromising setting—a County Poor Farm in the sparse scrublands and low hills of one of Southern Indiana's poorer corn-and-hog counties—and its odd personae—the Poor Farm's Superintendent and his family and an assortment of inmates of varying degrees of mental and moral incompetence and failing health (the novel draws its title from the zany doings of a couple of its dimmer-witted fanatics)—"The Witch Diggers" is as stimulating and meaty a novel as the year 1951 is likely to see. Miss West's delicately exciting power—product in equal parts of poetic insight, fresh imagination and good craftsmanship—triumphs in spite of, often because of, the obvious difficulties of her materials.

In late December, 1899, a promising young insurance agent, Christie Fraser, aged twenty-two, travels by train all the way from Indianapolis south to "the Junction" to visit his sweetheart, Cate Conboy. [illegible]he settles into his seat, Christie [illegible] the prickle of the car's stiff [illegible]ry through his soft serge [illegible]ut what he feels in his [illegible]g heart is in no sense [illegible]d: it is human and time-[illegible]nd the whole of "The Witch [illegible]gers," though it makes proper [illegible]leasant use of the horse and buggy, the stereoptican, the picnics and play parties of rural Southern Indiana at the turn of the century and gives many subtler indications of other times and other customs, is no mere antiquarian piece. In all its fundamentals the novel is [illegible]less and broadly, sympathe-[illegible]cally human.

Sometimes in a mere paragraph or two of brilliantly suggestive reporting, sometimes weaving them in and out thr[illegible] the whole novel's pattern, [illegible] West presents a variety [illegible] characters, young, old, middle-[illegible]ed, who are all intensely absorb[illegible] in dealing with their very different present experiences. Link Conboy, first a teacher and then a lawyer too scrupulous to be very successful, has recently moved in to take charge of the Poor Farm. Though suspect in county political circles, Link's motives are of the best: he has arrived at the [illegible]ge of stock-taking and feels he owes certain amends to Society. He hopes to give the unfortunate inmates of the Poor Farm something to live for and a chance to earn a bit of money of their own. He knows he will have to step carefully lest the powers-that-be accuse him of coddling the wards of the county unduly. Link seems to be little concerned—as his wife Lib frequently points out—over the harm this move to the Poor Farm may do his wife and children. Link cannot, of course, know in advance how badly some of his plans will go awry; how directly or indirectly, they may cause his elder daughter Cate's conscience-stricken mar-[illegible]age to the wrong man, his hand-[illegible]me son Dandie's involvement [illegible]h an unmarried mother, one of [illegible]wards of the county, and his [illegible]ent daughter Em's disturb-[illegible]rience with an inmate [illegible] Even Link's innocent-seeming scheme for breeding a new line of good hogs to replace the unprofitable razor backs with which the Farm is stocked becomes oddly, even grotesquely, a potent factor in the tragic and somewhat sudden denouement of "The Witch Diggers."

From the Jacket Drawing of "The Witch Diggers"

That denouement is, in fact, almost the only disappointment in Miss West's novel, and one wonders if she were not driven to it by the very richness of her imagination. She is so well aware of the interdependence of human life that her characters become involved in a web from which there is no way to escape except, as here, through a violent and not altogether satisfactory *deus ex machina*.

But the novel is not at all the depressing opus that these grim basic facts about it would suggest. Every lively member of the Conboy family is interesting in his or her own right. Cate, whose story this chiefly is, is a totally inexperienced and undisciplined eighteen when the novel opens. A girl for whom each new impulse carries all the force of immutable law, impetuous Cate is moving headlong toward romance — and disappointment. Cate inherits her emotional vivacity from her mother. Lib, a middle-aged woman, vividly, even riotously alive, has a rare capacity for vitalizing everything she does. When the usually untidy Lib dresses to go to church—she will go only when she has the clothes to make an impression—she requires the frenzied assistance of all three children. "Find me my pocketbook," or "Will somebody tie my shoestring together, it broke," or "I'm out of handkerchiefs. Hunt me a nice little handkerchief-sized napkin, somebody." Dandie, her handsome young son who is very much like her in the potency of his charm, "always enjoyed the nervous excitement of these occasions and found the dressing up of the mothers of his friends disappointing. They seemed always to be completely combed and fully dressed. When his mother 'dressed up' the difference could be plainly seen."

Lib is passionately in love with her husband—their relationship is like a physical presence in the house—and as passionately jealous of him. (There was bad blood on both sides of the family, Lib warned young Cate.) Yet after fighting for a married lifetime a jealousy that she believed in her heart was unjustified, Lib finds, when what she has so long feared happens at last, she can take it in stride. The confrontation of Lib by the tale-bearer provides one of the most dramatic—and extraordinarily perceptive—scenes of the novel. Another scene—at the opposite end of the gamut and poignantly touching—is the one in which the inarticulate Link, who lacks wholly his wife's and children's friendly volubility, makes an all-out and successful effort to persuade a depressed old man, newly arrived at the Farm on Christmas Eve, to accept his sad fate and go on living.

But there is also a rich comic side to Poor House life, rising sometimes out of the vagaries of the inmates and sometimes from the extraordinary notions of the eleven-year-old Em, whose first and only response to an idea was to set about putting it into immediate action. The hungry freshness of Miss West's interest in life and her utter incapacity to departmentalize it turn everything she touches into gold. And it is no fool's gold, either. For every line of "The Witch Diggers" carries implicit in it a mature acknowledgment that though life is difficult, often unmanageable and disappointing, it is worth living. In "The Witch Diggers"—to borrow Miss West's description of a southern Indiana spring—"everything but the fenceposts was in leaf, and the fenceposts sprouted birds!"

"I Decline to Accept the End of Man"

By WILLIAM FAULKNER

The speech delivered in Stockholm on the occasion of the award to him of the Nobel Prize in Literature, December 10, 1950

I feel that this award was not made to me as a man but to my work—a life's work in the agony and sweat of the human spirit, not for glory and least of all for profit, but to create out of the materials of the human spirit something which did not exist before. So this award is only mine in trust. It will not be difficult to find a dedication for the money part of it commensurate with the purpose and significance of its origin. But I would like to do the same with the acclaim too, by using this moment as a pinnacle from which I might be listened to by the young men and women already dedicated to the same anguish and travail, among whom is already that one who will some day stand here where I am standing.

Our tragedy today is a general and universal physical fear so long sustained by now that we can even bear it. There are no longer problems of the spirit. There is only the question: When will I be blown up? Because of this, the young man or woman writing today has forgotten the problems of the human heart in conflict with itself which alone can make good writing because only that is worth writing about, worth the agony and the sweat.

He must learn them again. He must teach himself that the basest of all things is to be afraid; and, teaching himself that, forget it forever, leaving no room in his workshop for anything but the old verities and truths of the heart, the old universal truths lacking which any story is ephemeral and doomed—love and honor and pity and pride and compassion and sacrifice. Until he does so, he labors under a curse. He writes not of love but of lust, of defeats in which nobody loses anything of value, of victories without hope and, worst of all, without pity or compassion. His griefs grieve on no universal bones, leaving no scars. He writes not of the heart but of the glands.

Until he relearns these things, he will write as though he stood among and watched the end of man. I decline to accept the end of man. It is easy enough to say that man is immortal simply because he will endure; that when the last ding-dong of doom has clanged and faded from the last worthless rock hanging tideless in the last red and dying evening, that even then there will still be one more sound: that of his puny inexhaustible voice, still talking. I refuse to accept this. I believe that man will not merely endure: he will prevail. He is immortal, not because he alone among creatures has an inexhaustible voice but because he has a soul, a spirit capable of compassion and sacrifice and endurance. The poet's, the writer's, duty is to write about these things. It is his privilege to help man endure by lifting his heart, by reminding him of the courage and honor and hope and pride and compassion and pity and sacrifice which have been the glory of his past. The poet's voice need not merely be the record of man, it can be one of the props, the pillars to help him endure and prevail.

January 25, 1951

Dear Joe:

The Murrow Book Store will open the day after Kate fails to pick up an option—my thanks. Thanks also for sending us in such style from Baltimore to Washington.

I suspect that we owe our Baltimore legman space rates for several pieces filed, on which we will pay off the next time you turn up in the basement of the building.

As ever yours,

Mr. Joseph Kate
The Joseph Kate Company
10 West Chase Street
Baltimore, Maryland

P.S. Who is Hershfeld?

E.R.M.

EPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

January 17th
1 9 5 1

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

The picture of the movie star came in - and I'm blowing myself to a real frame for it. It ought to send my stock up with the customers!

By the way, Kalkhof has one of the Hershfeld Murrows - what are the chances of my getting one of those, too, all signed up to make it worth a lot of money? I have a nice spot in my library where it would look very good.

Thanks a lot ... and best regards.

Sincerely

Joseph Katz

JK/gm

January 2, 1951

Dear Joe:

Thanks for the letters. I too like the Benjamin Franklin one, and we will try to find an opportunity to use it. Seems to me the language has sure been vulgarized since the old days.

As ever yours,

JP

Mr. Joseph Katz
The Joseph Katz Company
10 West Chase Street
Baltimore, Maryland

EPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

December 29th
1 9 5 0

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

Harry Truman isn't the only president who ever wrote letters.

Here's a catalogue that just came in, in which I've checked some rather interesting items. You may find a "word for the day" or two in them. I particularly like the Ben Franklin one.

Happy New Year!

Yours

Joseph Katz

JK/gm

80

EPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

January 2nd
1 9 5 1

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

From your Baltimore leg man - the "Thought for Today" department.

* * *

And, while I have you on the line - just another reminder of your talk at the Amoco Sales Conference -

The date: Monday, January 8th

The place: The Sheraton-Belvedere in Baltimore

The time: 8:30 P.M.

We're all looking forward to seeing and hearing you.

With kindest regards,

Sincerely

Joseph Katz

JK/gm

P.S. Let me know when you'll get in so I can meet you and go to the studio with you.

Drawing by Bertrand Zadig.

That we may turn from darkness to the light—"If there were a fate governing the lives of men, it would have to be a fate residing in their own hearts, not in nature."

'To Replace Our Fears With Hope'

The civilized world, says Bertrand Russell, is now capable of assuring a noble destiny.

By BERTRAND RUSSELL

THE notion of fate or destiny is one which has hung over mankind from ancient times. The Greeks thought of it as superior even to the gods and holding sway over Zeus as well as over mortals. It was reinforced when, after Alexander's conquests in the East, astrology became fashionable. It came to be thought that the stars control human affairs and that a man born under such and such a star was bound to have a life in conformity with his horoscope.

This conception, very rightly, was vigorously opposed by the Church, since it seemed to relieve a man of moral responsibility. A murderer or a traitor could always plead that he had been constrained by his stars and that it had not been open to him to behave otherwise. This whole conception was, of course, as contrary to science as it was inimical to morals. There is no external compulsion for a man to act otherwise than as he wishes except in the obvious ways that common sense recognizes. No man can resist torture beyond a point, and a scientific tyrant can always secure obedience if his victim has not the means of suicide. A man may also be constrained by insanity to commit acts for which the law does not hold him responsible. But it is mere mythology to imagine a semi-personal pagan god or goddess regulating the lives of men or of nations in a manner independent of human will.

When we consider the matter without this mythological background, it is obvious that man is in part subject to his natural environment and in part independent of it. Also that an individual man is subject not only to his natural environment but also to his social environment, so that the sphere in which he is free is smaller than that in which a community is free, and much smaller than that in which the human race as a whole is free.

The human race, ever since it began to exist, has been faced with an environment partly hostile and partly friendly. Before men learned agriculture or even hunting they worked out a precarious livelihood by gathering the raw fruits of the earth. At this stage their enemies comprised wild beasts, wild weather, earthquakes and thunderstorms, the frosts of winter and the torrid heat of summer

MAN, at this time, was a rare species and must have come near to extinction. But step by step he acquired mastery over his environment. He learned the use of fire; he acquired language by which he could transmit the fruits of experience and discovery to his successors. He invented weapons by means of which he could kill animals for food and protect himself against beasts of prey, and, at last, about 10,000 years ago, he acquired the art of agriculture, by means of which he was able, during the summer, to lay up a supply of food for the winter.

By this time he had laid the groundwork for a civilized way of life, but he was still exposed to great dangers. A flood on the Yellow River or in Mesopotamia could exterminate flourishing populations. Pestilences periodically killed immense numbers. Droughts caused famines, leading to widespread death by starvation.

SUCH phenomena naturally spread terror and were usually ascribed to supernatural agency. It is only in our own day, and as yet imperfectly, that we have discovered scientific ways of averting such calamities. In advanced nations we no longer have occasion to fear anything like the Black Death which halved the population of Europe in the fourteenth century. Owing to improved means of communication a failure of the crops in one country can be compensated by importation from another, and when famines do occur, as they still do in some regions, everybody knows that the resulting suffering is due to faulty organization. The same may be said of floods, which, though they are not always avoided, can be avoid- *(Continued on Page 23)*

BERTRAND RUSSELL, philosopher, is associated with Trinity College, Cambridge. He won the Nobel Prize for Literature this year.

EC

JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

imore

From Office of Caboose
Trainmaster

December 15th
1 9 5 0

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

That telegram deserves another round of hams. It is deeply appreciated, coming from such high authority as you.

What a guy you are - and how nice! We're delighted that you've accepted the invitation to make a little talk at the American Oil sales conference on Monday, January 8th. The time is 8:30 PM -- the place, the Sheraton-Belvedere.

You'll probably be across the street at WCAO doing your broadcast. So we'll get out the bottle and bread at the Belvedere when you're through and you can go right upstairs after that.

As I told you on the phone, this is a very important meeting. These are the key men of the company - the men who, when program time comes around, are asked what they think. And that ain't bad business if we haven't got a rich uncle to leave us a lot of money.

With deep admiration,

As always,

JK

Your Old Trainmaster

JK/gm

DECEMBER 12, 1950

JOSEPH KATZ SP
8 SOUTH STREET
BALTIMORE, MD.

REDCAPS MURROW ZOUSMER AND AARON SEND THEIR SALUTES TO "TRAINMASTER"

JOE KATZ WHOSE RAILWAY SYSTEM HAULS HAMS AND IDEAS WITH EQUAL DISPATCH

REGARDS

ED MURROW

(MURROW-BUSINESS)

HONOR KATZ

Named 'Man of the Year'

BALTIMORE Advertising Club's civic award committee has named Joseph Katz, head of the advertising agency bearing his name, "Man of the Year" for 1950. The selection of Mr. Katz marks the first time in 20 years that the award has honored an advertising man.

Mr. Katz

Basis for the selection of Mr. Katz often called "the dean of Baltimore advertising men," is his distinguished career in the advertising business and his continued record for aiding "good causes," the awards committee noted. The committee of judges included Chairman Louis E. Shecter, of Louis E. Shecter Advertising Agency, Baltimore; William E. Gideon, vice chairman, and former Baltimore Mayor Howard W. Jackson.

As trainmaster of the agency he once labeled as a sort of "Union Station for projects of all kinds," Mr. Katz has been enlisted by city fathers to aid civic projects such as park loan, recreation fund, slum clearance drive, fight to obtain dogs for medical research, cancer campaign, the celebrated "business is good!" promotion, victory loans during World War II, United Jewish Appeal and many others. For the Advertising Council and Treasury Dept.'s Victory Loan drives during the war, Mr. Katz produced transcribed radio programs.

510

JOSEPH KATZ COMPANY *Advertising*

Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

November 22nd
1 9 5 0

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

There were Moran and Mack, Gallagher and Shean - there are Olsen and Johnson, Martin and Lewis - and ... now Murrow and Collingwood.

That riot you put on the other night was quite a contrast to Charles Laughton reading the Bible. It resulted in my busting three buttons off a very expensive suit.

Why wear yourself out doing news broadcasts? You two guys can get a couple of Weber and Fields suits and make more money on television.

Thanks for a good time!

Sincerely

JK

Joseph Katz

JK/gm

RECEIVED
1950 NOV -9 PM 4:11
C.B.S. TRAFFIC DEPT. N.Y.

137
8836 OT

CBSNY

EDWARD R MURROW FROM JOS KATZ, BALTO 11-9-50

THERE IS GRAVE DANGER THAT TWO OTHER GUYS WONT GET THEIR HAMS UNLES U CAN GIVE ME THEIR NAMES AND HOME ADDRESSES - ALSO YOUR OWN HOME ADDRESS. I CANT FIND THAT SLIP OF PAPER ANYWHERE

END

OK END

sent 11/9

J. Kay

RECEIVED

1950 AUG 24 PM 5:22

C.B.S. TRAFFIC DEPT. N.Y.

WESTERN UNION

T WU 030 PD

AM BALTIMORE MD AUG 24 219P

LEON LEVINE

COLUMBIA BROADCASTING SYSTEM INC

MURROW TELEVISION APPEARANCE SEPTEMBER 3 HAS AMOCO APPROVAL. PLEASE SEND ME AMOCO CREDIT LINES PREVIOUS TO USE

BOB SWAN.

257P..

Katz, Joseph

September 13, 1950

Dear Joe:

The book has just arrived and I hasten to say my thanks. It is indeed a remarkable book and will be a valued addition to our collection.

You are a most gracious and generous guy and I am grateful.

As ever yours,

Mr. Joseph Katz SP
8 South Street
Baltimore, Maryland

July 28, 1950

Dear Mr. Kats:

When Mr. Murrow left for Korea he asked that we send along to you any mail received from listeners regarding the change of sponsor.

Along with the mail, I am enclosing a column from the COLUMBUS DISPATCH. Mr. Zousmer came across it while in Ohio and thought you might be interested to see it.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. Joseph Kats
8 South Street
Baltimore, Maryland

THE JOSEPH KATZ COMPANY *Advertising*

s your reply to Baltimore -2

BALTIMORE, 8 SOUTH STREET

NEW YORK, 444 MADISON AVE.

May 17th
1 9 5 0

Dear Ed:

This little check is shameful, after the sensation you created at the Ad Club. It wouldn't even pay for the personal references you made to me - which sent my stock way up and increased my debt to you so much.

On behalf of the company and myself - thank you for coming over. It was a big day in the life of the town.

With warm regards and deep admiration always,

Sincerely

JK/gm

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N.Y.

Katz, Joseph

THE JOSEPH KATZ COMPANY *Advertising*

BALTIMORE, 8 SOUTH STREET
NEW YORK, 444 MADISON AVE.

Address your reply to Baltimore -2

March 7th
19 50

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

If you keep on getting those medals, your chest will be covered up like Nat Wills'. (You're too young to know -- ask Joe Laurie, Jr.)

Something to brag about -- knowing a guy like you!

With awe and respect,

Cordially

Joseph Katz

JK/mjs

[Zenkl, Petr]
Wheelock, Ward

October 30, 1953

Dear Ward:

I should like to make a contribution of $2500, check enclosed, to Help, Inc.

If the directors of Help, Inc. share my view that a study detailing how the communists took over Czechoslovakia has merit, I would like to suggest that a preliminary grant in the amount of $2500 be made to Dr. Petr Zenkl, formerly Lord Mayor of Prague and Deputy Prime Minister of Czechoslovakia at the time the communists took over that country. Should the directors of Help require details regarding this project, I should be glad to supply them.

You will appreciate that this contribution is in no way contingent upon the directors' decision to make a grant to Dr. Zenkl. His address is 2651 16th Street, N.W., Washington, D.C.

Sincerely yours,

Mr. Ward Wheelock
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

dm

Zenkel, Pete.

Inc.

LINCOLN-LIBERTY BLDG.,
PHILADELPHIA 7, PENNA.

6 November 1953

Dear Ed

Thanks for your contribution of $2500 to Help Inc.

The Directors meet next week - and I will put before them your suggestion for a grant to help fight Communism. I do know their sympathy to the idea - and I will tell them of your opinion that this project is a practical help at a cost within our means.

I'll advise you of the results.

Wood

Mr Edward R Murrow
485 Madison Avenue
New York N Y

WW:C

HELP *Inc.*, is incorporated under the laws of the State of Pennsylvania as a charitable organization

Wheelock, Ward

October 23, 1953

Dear Ward:

It's an idea all right, but I don't think a news show or even a feature program should become predictable to the extent you suggest.

As ever yours,

Mr. Ward Wheelock
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

dm

Ed:

An idea!

Why not at the end of "See it Now" - give 5 minutes on "anti-Commy" - a needed public service.

And do it along these lines.

Take a 2 to 3 minute talk from the top personalities who have real personal interest and knowledge. You tell in introduction their story and connection with Communism. You wrap up application of their talk.

1) The leaders in anti-Commy countries, particularly those who are on the edge of or who have escaped from or who are threatened with Commy.

a) Tito
b) Eisenhower
c) Churchill
d) A Pole - a Czech - a Turk - Naguib - Premier of Iran - Greek King and Queen - Adenauer - Chang kai-shek - etc.

2) Personalities

a) Whittaker Chambers - or some Commy who quit
b) A Commy making an appeal - selling Communism. Then deflate.
c) A Commy leader who quit - to show organization chart and operation.
d) Leader of a cell in Washington - Hollywood.
(e) a Commy talking to the Korean Prisoners
(f) Pravda's propaganda — and Russian broadcasts.

3) Russian propaganda - exactly as is.

I think one of these is little good - but a series of different angles, digging out the personal, interesting angles - and deflating them - showing the growth and the reason - showing the appeal and its falsity - showing the selling line of Communism - telling their story simply without the emotion and abracadabra - well done could be a great service to the country - and would be of great interest.

I'd plan to do 13 - and then see. Put on film and get from all over the world. I'd make these in 4 min 30 sec and make available for use generally after your use on "See It Now".

The hard job will be to dig out the interesting angles - the personal stuff - rather than just a denunciation or a "warning of".

Each must inform on sales talk - on methods - on power - and on danger.

An evaluation of the progress without loss of men or personal war by infiltration. Where and why? Where are they gaining? Why? What about in America? What about against America?

There would be great reader interest in this series - to sell concurrently to a magazine - to to have distributed by a sponsor or Association.

WW 10/20/53

Interested. This the kind great potential of closing 5 minutes. While we get other talent as well be looking ahead to Red Curtain.

Wheelock, Ward

JULY 21, 1953

MR. WARD WHEELOCK
LINCOLN-LIBERTY BUILDING
PHILADELPHIA 7, PENNSYLVANIA

GREETINGS CONGRATULATIONS AND BEST WISHES.

ED MURROW

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. R. MARSHALL, PRESIDENT

FX-1201

(36)

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA110 PD=FAX PHILADELPHIA PENN 15 1215P JUL 15 PM 12 38

=EDWARD R MURROW=

ON BOARD S S UNITED STATES CARE U S LINES PIER #86 WEST 46 ST NORTH RIVER NYK=

BRITISH BOOK TO BED. AND SO WITH ME. MARRYING CLAY BORDEN OF SAN FRANCISCO TOMORROW. BIGGER NEWS THAN CORONATION SORRY YOU MISSED IT. SCOPPED AGAIN. SWING ON JOB FOR TIB AUGUST 3RD=

WARD=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Full page newspaper (not scheduled)

WARD WHEELOCK COMPANY
Advertising

An informed, responsible voice ...

EDWARD R. MURROW, famed news analyst, reports

and interprets the news for 22,000,000 families.

Heard in more homes than any other news commentator.

"Radio's most laureated reporter" is what Time Magazine calls Edward R. Murrow. March 8, the DuPont Award; March 16, the Overseas Press Club Award; coming June 18, the Headliners' Club Award. Total: 12 awards in 10 years.

His Audience: 22,000,000 Homes

Not only the "most laureated", Edward R. Murrow is today the "most listened to" of any newscaster. Indeed, his program is listened to by more people than any other program of any kind. No fewer than 22,000,000 homes tune in "Edward R. Murrow with the News."*

Murrow began his series of weeknight newscasts on September 29, 1947, having resigned as CBS Vice-President in charge of Public Affairs in order to do so. Thus his present position of top influence with the listening public has been achieved in the brief period of six months' broadcasting. And it is worthy of note that Murrow has won this popularity without sensationalism either in the selection or handling of the news; bur rather with honest reporting and clear analysis and interpretation.

To Report Elections Direct from Italy

This Saturday Murrow flies to Europe for a two-week tour. Before and after the fateful Italian national elections, his daily broadcasts will emanate from Rome. Then, on his return to the U.S., he will interview on his program leading candidates for the presidential nomination. Thus, significant news of the nation and of the world is brought to millions of U.S. listeners by an informed responsible voice.

* These statements based on Nielsen Index studies over a four-week period.

(Captions and copy for right hand column)

WARD WHEELOCK COMPANY
Advertising

MURROW FLIES TO ROME SATURDAY

TO COVER MOMENTOUS ITALIAN ELECTION

Murrow will fly to Italy to be in on the ground floor of the Italian elections and to broadcast from Rome the returns on what is destined to be the fateful April 18. Through the voice of Edward R. Murrow millions of Americans will hear direct the news of the outcome of the effort in Italy to stem the tide of Communism.

PLANS TO BRING PRESIDENTIAL

ASPIRANTS TO HIS MICROPHONE

(copy to come)

MURROW'S SCORE: 12 AWARDS

IN THE PAST 10 YEARS

1948 -- Headliners' Club Award (3rd time)
To be awarded June 18 for "the best foreign on-the-spot radio reporting for his coverage of the wedding of Princess Elizabeth."

DuPont Award
"In recognition of distinguished and meritorious ... public service through the medium of radio"

Overseas Press Club Award
"In recognition of the best interpretation of foreign affairs"

1947 -- Motion Picture Daily's Radio Poll "First"
"Best News Commentator and Analyst", with his newscasts voted "Best News Job by Radio"

1945 -- Citation by Writers' War Board
"Consistently expresses the democratic philosophy in cogent, forceful terms. Without weasling or criticism, he fosters international understanding"

Association of American Correspondents in London
Murrow elected president, the first time a radio broadcaster had been so honored

WARD WHEELOCK COMPANY
Advertising

1944 -- National Headliners Club Award
"For his report on the flying mission to Berlin, 'Orchestrated Hell'"

Billboard's Radio Editors Poll
One of two most outstanding broadcasts of 1943

1943 -- George Foster Peabody Award
"For outstanding news reporting"

1941 -- 12th Institute for Education by Radio "First"
"Best news broadcast of the year - 'London After Dark'"

1940 -- Overseas Press Club
"First prize for best foreign radio news reporting"

1938 -- National Headliners' Club Award
"To Mr. Murrow and Mr. Shirer for their series of broadcasts from Vienna during the Hitler putsch"

"THIS ... IS LONDON"

Edward R. Murrow's radio by-line from England became a sustaining note of hope to millions of American listeners through World War II. Before and during the war he covered all kinds of historical events from a bombing run over Berlin to the rise and fall of political giants. He has talked with most world figures -- from Winston Churchill to the late Huey Long. For his war work, he was awarded the Most Excellent Order of the British Empire by King George VI. The London Telegraph referred to him as "America's unofficial ambassador."

EDWARD R. MURROW

HEARD ON CBS COAST-TO-COAST

NETWORK OF 150 STATIONS

TUNE HIM IN WEEKDAY EVENINGS
7:45
WCBS 8 PM
EST

PRESENTED BY FRANCO-AMERICAN SPAGHETTI, MACARONI, AND CAMPBELL'S PORK AND BEANS

Wheelock, Ward

SUGGESTED COPY ON PRESIDENTIAL CANDIDATES,,,

Every presidential candidate has been invited to appear on one of Murrows broadcasts during the last week of May and the first week of June..

Each candidate who accepts will be interviewed by Murrow...and Murrows questions will reflect the questions that are in the minds of his listners...candidates will be asked what they would do about specific concrete ~~quxxkiaxx~~ issues in the days news...

Among those who ~~xhxxxx~~ already have accepted Murrows invitation are Senator Robert Taft,Harold E Stassen, Henry Wallace and Governor Earl Warren..

The complete list of candidatex interviews and exact dates will be announced on Murrows broadcasts and the press in the near future...

Wheelock, Ward

Distribution of tear sheets or proofs.....

News room of all CBS stations...

To all senatorsand congressmen..with note from Stanton or Gammons?

Twenty copies to CBS correspondents LONDON,PARIS..ROME..BERLIN ..TOKIO.

(I will tell them what distribution should be made)

Would CBS pick a few hundred names out of their"thought leaders list" and send them tear sheets?

Whitlock, Ward

NOTE FOR WARD W.

There are a few additional awards..including one from Syracuse school of Journalism...will have this dope telephoned to your office today...

If you want additional blurb material..three honorary LLd degrees in last two years..Univ.of North Carolina... Washington State..and Muhlenburg College...

ABOUT THE COMPEETENESS OF THE SHOW...AND THE .."NO ONE MAN EFFORT"...would something like this do any good?.....

When Murrow undertook this series of broadcasts he insisted that he be able tp reach out..by cable and telephone...both at home and abroad.. for supplementary information direct from the source....(One day last week three telephone calls to Berlin resulted in only twox sentences of fresh copy de on the air...but the sentences were from the source.).It is the purpose of this programme to take you as near to the source as possible...and it is the purpose of the broadcaster ~~and the reporter~~ to do what is humanly possible to draw a clear line between ascertainable fact and ~~xxxxxxx~~ rumour ....,

This is a radio news program serviced by the normal newsgathering sources..plus direct representaion in twenty capitols of the ~~waxdxx~~ world.. backed by a competent research organisation in NY

SP

WARD WHEELOCK COMPANY

ADVERTISING

7

WARD WHEELOCK
CHAIRMAN OF THE BOARD

PHILADELPHIA

2 May 1952

Dear Ed

Herewith self-explanatory letter to Mr Brownell.

I hope you get sold on this as a good thing for Ike, and if so talk to P.H. about it Monday.

Enjoyed last night, and maybe we will build something new and important.

Ww

Mr Edward R Murrow
CBS 485 Madison Ave
New York N Y

WW:C

2 May 1952

Mr Herbert Brownell Jr
Room 1052 - Commodore Hotel
New York N Y

Dear Mr Brownell

Thanks for your time and consideration of our invitation to General Eisenhower to come to Pennsylvania June 19th for the Unity Dinner which will be held.

Attached is copy of letter handed to Paul Hoffman by Philip T Sharples, Chairman of the Pennsylvania Finance Committee.

Summary

Governor Fine will write General Eisenhower. This discussion with you is preliminary - at Senator Lodge's suggestion. Senator Lodge suggested that I call him after talking with you. I will do so one week from today. He wanted your opinion and then said that he would tell me his recommendation to the General - with no assurance that it would be accepted.

All Pennsylvania key Republicans endorse this Unity Dinner idea and will importantly participate - Governor Fine, Senators Duff and Martin, Owlett, Taylor, Cooke - and there is unanimity which is in itself amazing. The businessmen agree - Martin Clement and Horace Liversidge with Jay Cooke are running the Philadelphia dinner which will be in Convention Hall and have 4000 at $100 and probably 4000 Republican workers in the gallery.

In Pittsburgh and Harrisburg the local men estimate 3500 to 4000 more at $100.

This dinner will be run by the Republican Finance Committee, but it is fully agreed to by both the Finance and State Committees as being the best way to raise money and concurrently the best way to unite Republicans in this key state and to sell confidence in the fact that Republicans are going some where - both to Republicans and fringe voters who are essential.

COPY

We understand Stassen and Warren will come. Taft has promised to if the General will, and probably if he does not. President Hoover approved, and will come provided no candidate wishes him not to. We hope General McArthur, Governor Dewey and other key Republicans will be at these united dinners - united in theme and united by radio and TV.

All Pennsylvania delegates will be at these dinners.

General Eisenhower is asked to be at the Philadelphia dinner - the big one. It is our plan to have Taft and Eisenhower at Philadelphia.

It will be with the full understanding that no campaigning for any candidate, directly or indirectly, will be done.

The only views expressed will be necessity for change - and after the party argument is over about July 9th on what man and what platform - each man will agree to get behind the Republican candidate.

Each candidate will have a speech - a short one speaking 10 to 12 minutes - though if more time is desired this will be mutually arranged and apply to each candidate. These will be televised to each dinner and publicly.

There will be an hour radio program which will be broadcast immediately after the dinner at 10 PM. The General's part in this would be just a 3 minute summary of what he said on the Unity theme which will be recorded just before the dinner.

The reasons we hope it might be good for General Eisenhower are:

1) We need help in Pennsylvania. There is no state where Unity is so necessary - where the final issue is in doubt - where it must go Republican to elect a Republican president.

2) Here is the most important - and the biggest political platform available. Every Pennsylvania delegate will be there - and while no advocacy can be made, the popular vote of Pennsylvania makes it clear that public pressure as well as personal charm will have important influence on the delegates just by appearance - and the

settlement to Pennsylvanians and the country of the fact that the General is solid Republican.

There is no other big platform where he can appear with such a group where he can be assured it will not be a political rally for another candidate (as Chicago) or where he will not be put in an embarrassing position---by speeches, demonstrations, or questions.

I hope you will recommend to Senator Lodge and General Eisenhower that he accept - that this is worthy and unusual - and not just "another state trying to get him to speak".

Naturally we'd like to have him accept at any time - but the sooner the more importantly we can use this for our purpose.

Very truly yours

WW:C

COPY

O
P
Y

April 18, 1952

Mr. Paul Hoffman,
270 Park Avenue,
New York, N. Y.

Dear Mr. Hoffman:

In accordance with your suggestion, I enclose a statement about our proposed dinner.

I have had discussions with several men whose opinions I value here in Philadelphia, of the possibility of successfully holding a dinner or organizing a money-raising campaign in July or August. All agree it is impractical in Philadelphia. We apparently are great vacationists.

From the standpoint of General Eisenhower, his appearance or failure to appear at this dinner might, it seems to me, have a decisive influence on a substantial part of the Pennsylvania delegation. I needn't tell you he badly needs this delegation to win.

The General, if he is to be nominated, certainly must express his Republicanism and his support of the Party publicly and clearly. I can't conceive of a better place to put this point over with organization Republicans than attending a dinner at which most of the important ones will be present.

If General Eisenhower does not care to attack the administration policies before the Convention, he certainly need not do so on this occasion. All he need do to fill our requirements is to be here and to be willing to proclaim himself a Republican.

He will be heard by approximately four thousand people at the dinner he will attend, and by several million by radio, even if the broadcast is only in Pennsylvania. We believe the dinner will get good national publicity.

If General Eisenhower will attend and we are to get the maximum advantage from his being here, we should have his acceptance as soon as possible.

You very kindly offered to forward this material

Mr. Paul Hoffman April 18, 1952

to Mr. Lodge and to put him in touch with me for an appointment. I will try very hard to make my time fit his.

Sincerely,

P. T. Sharples
AWS

REPUBLICAN FINANCE COMMITTEE DINNERS

TO BE HELD JUNE 19

No Republican President has ever been elected without the vote of Pennsylvania. The Republican Party in Pennsylvania was weakened by an unhappy Primary fight in 1950 and by the loss of Philadelphia to the Democrats in 1951. The enmities of the 1950 campaign persist, generating dangerous disunity in our Party in this State. There is much discussion among our Republicans of this disunity and of national Primary arguments. This is obviously hurtful in this presently doubtful State.

To help meet this situation, the Republican Finance Committee of Pennsylvania plans to hold seven "Unity Dinners" simultaneously on June 19, 1952, so spaced through the State that any one will find it practical to attend by motor and return home the same night. The charge for these dinners will be $100 in the larger communities and less amounts, to be determined, in the smaller communities. The largest dinners will be in Philadelphia and Pittsburgh, with an estimated attendance in these two alone of seven thousand people. Each dinner must have its own speakers, including local people and at least one distinguished Republican from outside the State. Presidential candidates are to be in Philadelphia and Pittsburgh. Local speeches will be made at each dinner, following which the dinners will be tied together with an open radio wire with television where practical. Following this, a one-hour program, professionally designed, will be produced at the dinner and broadcast throughout the State. This program is planned to include a serious castigation of the Democratic administration,

short speeches stressing unity on the part of important Republicans, quick comments from around the State by people from the grass roots, and about fifteen minutes of lampooning of the Democratic administration by national professional radio and television figures.

This program has been discussed at length with John Fine, Governor of Pennsylvania; Harvey Taylor, Republican State Chairman of Pennsylvania; Sinclair Weeks, Republican National Finance Chairman; Guy Gabrielson, Republican National Chairman; Mason Owlett, member of the Republican National Committee; and numerous others, all of whom, without exception, heartily favor the idea and promise support.

The presence and participation of the four candidates for the Presidency is obviously essential if there is to be meaning to these "Unity Dinners". In addition to the candidates we hope to have the leading American Republicans with us on this evening to help sell this unity idea in our State and perhaps to help it across the nation. Hundred-dollar dinners are old, but there has been no previous program like this at which so many top Republicans are assembled simultaneously practically under one roof. Assuming the Presidential candidates will participate, a careful estimate of money raised for the Republican Party is one million dollars -- in addition to the valuable moral support to the Republican organization and the influence on the voters of Pennsylvania. The national publicity of this affair in newspapers, radio, television, and magazines like LIFE and LOOK can be very substantial, thus spreading the unity idea across the country.

As backing for this program, we are putting together in Philadelphia an advisory committee of top business and professional men who will take a considerable responsibility, among other things, in connection with the sale of tickets. A similar group has been organized in Pittsburgh. The Philadelphia group will have as Chairman Mr. Martin Clement, former President and Chairman of the Board of the Pennsylvania Railroad; and the Pittsburgh group, Mr. Andrew W. Robertson, former President and Chairman of the Board of the Westinghouse Company.

Obviously each candidate and guest will be invited with the specific understanding that there shall be no advocacy, direct or indirect, for any candidate for the nomination. The purpose of this dinner and every line of the program will be confined to stressing the necessity of changing the administration in Washington, of electing a Republican Senate and House, and of publicizing thesupport of all Republicans to the candidate chosen by the Republican Convention. The very presence of so many key Republicans and their adherence to this simple and non-controversial program should have tremendous effect in this state and perhaps nationally on organization moral and in the securing of money. In addition to the broadcasting and televising on June 19, it is possible that the National Committee may wish to broadcast or televise some of this material at a later date, and two sections of the program will be available to Republican Committees throughout the country for local broadcasting.

We realize that the candidates particularly, and all important Republicans, have big demands upon their time, especi-

ally at this time, but we believe that with this critical situation in Pennsylvania, the second State in the Union and probably a necessary one for the election of a Republican President, that the time taken by each is justified.

SP

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

11 June 1951

Mr Edward R Murrow
CBS 485 Madison Avenue
New York 22 N Y

Dear Ed

Figures do lie. And the attached analysis, if you can dig through it and understand it, shows that you have not decreased your rating more than Thomas or Club 15 (it is a little more if you use the Nielsen coverage figures and a little less if you use BMB figures), but you have lost a great part of the big markets of the United States as shown on Page 2, and although your station list is approximately the same your coverage is way down.

Furthermore, with this big swing in stations to the small low-powered stations in the deep south and taking you out of twenty big cities - this means brand new listeners to be educated and taking you away from your loyal fans that have been built over the years.

I am getting the Nielsen report on you vs Thomas in the big cities where you both have broadcast regularly, and when received I'll ship it over.

Hope I can get aboard the boat this summer, and hope you can make it. I'll let you know.

Ward

WW:C

Mr. Farrell
Research

Attached is a memorandum from Mr. Wheelock, requesting information on the reason why Edward R. Murrow's Nielsen Rating is down this year. He requested a comparison among Lowell Thomas, Club 15, and Edward R. Murrow.

The following comparisons were made for January and February 1950 vs 1951.

AVERAGE NIELSEN RATING

	1950	1951	% of Change
Lowell Thomas	10.0	8.6	-14
Club 15	10.4	8.5	-18
Edward R. Murrow	10.1	6.1	-40

As can be seen from this, Edward R. Murrow's rating is down significantly from last year and in comparison to Club 15, and Lowell Thomas. However, neither Lowell Thomas's station list or Edward R. Murrow's is the same this year as last.

NUMBER OF STATIONS
January & February 1950 vs. January & February 1951

	1950	1951
Lowell Thomas	78	103
Club 15	153	153
Edward R. Murrow	153	151

It appearshere, that Edward R. Murrow has substantially the same stations as he had last year, and that Lowell Thomas has increased his station list by some 30%. However, the coverage factors shown below indicate that though Murrow has approximately the same number of stations, his coverage is significantly lower than last year, and that even with Thomas's new stations, he has not gained 30% in coverage.

COVERAGE FACTORS
March 1950 vs. March 1951

	1950	1951	% of Change
Lowell Thomas	73.4%	79.6%	+8
Club 15	84.1%	84.1%	No Change
Edward R. Murrow	83.4%	67.4%	-19

A quick glance at the changes in Murrow's station list from March 1, 1950 to March 1, 1951, shows pretty clearly what causes this difference in coverage, even with a similar number of stations.

NIELSEN RADIO INDEX
Stations Carrying
Edward R. Murrow

Carried in March, 1951, Only

Williamsport, Pennsylvania
Anderson, South Carolina
Ashland, Kentucky
Meridian, Mississippi
Moline, Illinois
Wilson, North Carolina
Cookeville, Tennessee
Beckley, West Virginia
Parkersburg, West Virginia
Augusta, Georgia
Minot, North Dakota
Winston-Salem, North Carolina
Lake Charles, Louisiana
Madison, Wisconsin
Allentown, Pennsylvania
Tucson, Arizona
Cumberland, Maryland
Gloversville, New York
Coolidge, Arizona
Phoenix, Arizona
Chico, California
Wilmington, North Carolina
Panama City, Florida
Greenville, South Carolina
Elmira, New York
Alvertville, Alabama
Monroe, Louisiana
Dothan, Alabama
Huntsville, Alabama
Columbus, Mississippi
Gadesden, Alabama
Anniston, Alabama
Decatur, Alabama
Alexandria, Louisiana
Baton Rouge, Louisiana
Troy, Alabama
Auburn, Alabama
Vicksburg, Mississippi
Yazoo City, Mississippi
New Iberia, Louisiana
Brookhaven, Mississippi

Carried in March, 1950, Only

Carlsbad, New Mexico
Corpus Christi, Texas
Spokane, Washington
Kansas City, Missouri
St. Louis, Missouri
Oklahoma City, Oklahoma
Dallas, Texas
El Paso, Texas
Salt Lake City, Utah
Cedar City, Utah
Austin, Texas
San Antonio, Texas
Springfield, Missouri
Wichita Falls, Texas
Columbus, Ohio
Danville, Illinois
Champaign, Illinois
Evansville, Indiana
Indianapolis, Indiana
Louisville, Kentucky
Dayton, Ohio
Hopkinsville, Kentucky
Milwaukee, Wisconsin
Detroit, Michigan
Cincinnati, Ohio
Kalamazoo, Michigan
Muncie, Indiana
Peoria, Illinois
Paducah, Kentucky
Portsmouth, Ohio
South Bend, Indiana
Decatur, Illinois
Quincy, Illinois
Springfield, Illinois
Grand Rapids, Michigan
Yakima, Washington
Joplin, Missouri
Kokomo, Indiana
Las Vegas, Nevada
Odessa, Texas

Murrow has traded a lot of substantial cities in the Mid-West and South-West for a number of small towns in the deep South. Murrow's station list had a B. M. B. rate (total weekly listeners nightime) of approximately 76% in March 1950. In March 1951, it had approximately 56%. In other words, where Nielsen shows Murrow's coverage to be down 19%, B. M. B. actually indicates that it is down about 26%.

When we apply the coverage factors above to the Nielson rates, we find the following:

AVERAGE NIELSEN RATING
January & February 1950 vs. January & February 1951
Coverage Factor Applied

	1950	1951	% of Change
Lowell Thomas	13.6	10.8	-21
Club 15	12.4	10.1	-19
Edward R. Murrow	12.1	9.1	-25

As can be seen here, Murrow's rating has not slipped as badly as the unadjusted figures would indicate. As a matter of fact, all three radio programs are down substantially from last year, due to the inroads of television. Television viewing has increased substantially during the time period for each of these shows over the past year:

HOMES USING TELEVISION -- AVERAGE PER MINUTE
DURING QUARTER HOUR
January & February 1950 vs. January & February 1951

	1950	1951	% of Change
6:45 - 7:00	4.7	11.9	+153
7:30 - 7:45	5.3	13.5	+155
7:45 - 8:00	5.8	15.2	+162

At the same time, radio listening has decreased:

HOMES USING RADIO -- AVERAGE PER MINUTE
DURING QUARTER HOUR
January & February 1950 vs. January & February 1951

	1950	1951	% of Change
6:45 - 7:00	34.1	27.7	-19
7:30 - 7:45	37.7	30.7	-19
7:45 - 8:00	38.8	31.2	-20

As can be seen here, the losses in listenership parallel pretty closely the decrease in rating of both Club 15 and Lowell Thomas. However, Murrow's lower rating can not be ascribed to the inroads of television during his time period. Perhaps, part of his audience has gone to other networks. The following table shows the changes in audience share for these three shows.

AVERAGE AUDIENCE SHARE
January & February 1950 vs. January & February 1951

	1950	1951	% of Change
Lowell Thomas	26.7	27.2	+2
Club 15	26.9	27.2	+1
Edward R. Murrow	25.2	19.1	-24

As can be seen here, Club 15 is holding its own very well. Though its Nielsen rating is down, it can be accounted for by decrease in radio listenership during its time period, and it has actually increased in audience share by 1%. Lowell Thomas starting off with a similar decrease in rating and a similar decrease in radio listenership, during his time period, needed an addition of some 30 stations in order to give him an increase of audience share.

Edward R. Murrow is definitely down in audience share. Obviously, the major portion of it is a measure of his decreased coverage. However, the table below is an effort to discover any factor in competition that may be involved in his lower rating:

AVERAGE AUDIENCE -- Network
January & February 1950 vs. January & February 1951

	1950	1951	% of Change
6:45 - 7:00			
ABC	5.2	2.8	-46
CBS	10.8 Lowell Thomas	8.3 Lowell Thomas	-23
MBS	4.6	4.6	+0
NBC	6.7 3 Star Extra	6.5 3 Star Extra	-3
Unaffiliated	6.9	5.5	-20
7:30 - 7:45			
ABC	10.1)Lone Ranger)Counterspy	6.3)Lone Ranger)Armstrong SBI	-37
CBS	10.2 Club 15	8.4 Club 15	-18
MBS	5.1 Gabriel Heatter	4.8 Gabriel Heatter	-6
NBC	6.0 Trios	6.2 News of the World	+3
Unaffiliated	6.4	5.0	-22

	1950		1951		% of Change
7:45 - 8:00					
		)Lone Ranger		)Lone Ranger	
ABC	11.6	)Counterspy	7.3	)Armstrong SBI	-37
CBS	10.1	Murrow	8.8	Murrow	-13
MBS	3.8	I Love A Mystery	3.5	Mutual Newsreel	- 7
NBC	7.0	Kaltenborn	6.6	One Man's Family	-6
Unaffiliated	6.5		5.0		-23

As can be seen here, there is no clean-cut increase in average audience on any one of these networks that can be accountable to change in programing. CBS during Lowell Thomas's time shows a decrease approximately equivalent to the industry decrease.

Mutual from 6:45 to 7:00 has suffered no loss whatever, though it has no programs rated.

N. B. C. with Three Star Extra, during this time period, has lost less than the average.

A. B. C. with nothing rated by Nielsen, has lost substantially more than the average.

From 7:30 to 7:45, A. B. C. again shows a substantial decrease in listenership. The difference in programming here, has been a substitution of the program, Armstrong of the SBI for Counterspy. (The table below shows the difference in audience share of these two programs compared to the Lone Ranger)

AUDIENCE SHARE
Lone Ranger, Counterspy, Armstrong of the S B I
January & February 1950 vs. January & February 1951

	1950	1951	% of Change
Lone Ranger	26.7	21.4	-20
Counterspy	26.7		
Armstrong of the S. B. I.		17.4	-35

C. B. S. 7:30-7:45, has decreased in average audience approximately equivalent to the Industry decrease.

MUTUAL with Gabriel Heatter in both years, has lost less than the average.

N. B. C. which changed a news program for a musical, has gained slightly in average audience.

From 7:45 to 8:00, C. B. S. has lost less in listenership than the average.

A. B. C. again is down significantly.

Mutual which changed a news program for I Love A Mystery is down less than the average.

N. B. C. which exchanged Kaltenborn for One Man's Family is also down less than the average.

It is the research department's conclusion that Murrow's decrease in Nielsen rating is due largely to his decrease in coverage. Although, in March 1951, he had approximately the same number of stations that he had in 1950, he was not reaching the same markets. (The latest pocket piece study shows Murrow as on only 123 stations). Some small part of Murrow's decrease is apparently due to greater competition from other networks -- Mutual Newsreel and One Man's Family on N. B. C.

To pursue this further, it would be possible to make an analysis of Murrow's and Lowell Thomas's ratings in cities where both were heard both this year and last. However, this analysis would cost $50.00 and it is felt that it would do no more than verify the findings above.

Jim Benedict
8 June 1951

JB/rf

EDWARD R. MURROW
485 Madison Avenue
New York, New York

February 2, 1951

Dear Mr. Eldridge:

The Joseph Katz Company, the advertising agency which represents Mr. Murrow's sponsor, the American Oil Company, has asked me to place the enclosed order for I CAN HEAR IT NOW albums in their behalf. It is to be billed to:

The Joseph Katz Company
10 W. Chase Street
Baltimore, Maryland
Attention: Mr. John T. McHugh

If there are any questions, please call me. Many thanks.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. Elmer C. Eldridge
Columbia Records, Inc.
1473 Barnum Avenue
Bridgeport, Connecticut

cc: Mr. John T. McHugh
The Joseph Katz Company
10 W. Chase Street
Baltimore, Maryland

JOSEPH KATZ COMPANY LIST - I CAN HEAR IT NOW ALBUMS

Vols. 1 and 2 to - Mr. E. F. Kalkhof
American Oil Company
American Building
Baltimore 3, Md.

" " " - Mr. A. A. Corona
Pan American Petroleum & Transport Co.
Chanin Building
New York, New York

" " " - Mr. M. L. Schwartz
American Oil Company
American Building
Baltimore 2, Md.

" " " - Mr. R. M. Nash
American Oil Company
Chanin Building
New York, New York

* * * * *

Vols.1,2& 3 to - Mr. Don Hastings
33 South Windsor Avenue
Brightwater, Long Island

Wheelock, Ward

JULY 10, 1950

MR. WARD WHEELOCK
FISHER'S ISLAND CLUB
FISHER'S ISLAND,
OFF NEW LONDON, CONNECTICUT

IBS

BOYS IN TOKYO SAY OPPORTUNITY CORRESPONDENT GOING KOREA WILL BE LIMITED STOP MY PERSONAL SUGGESTION TO WAIT UNTIL I GET OUT THERE AND MAKE PERSONAL RECONNAISSANCE WHEREUPON I WILL SEND YOU A SIGNAL REGARDS

ED MURROW

BUSINESS

January 5, 1950

Dear Ward:

Here they are, covered with blood. With our regrets,

As ever yours,

SP

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

27 December 1949

PHILADELPHIA

Dear Ed and Janet

As there is no microphone in to South Pacific, enclosed are two tickets for the most practical route.

Miggs and Dick will be in the adjoining seats.

May there be some crossing of our paths in '50.

The very best to you - and how nice to have a male Shirley Temple for your old age.

Sincerely

WW:C

Mr and Mrs E R Murrow
130 E 74th Street
New York N Y

WARD WHEELOCK COMPANY
ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

2 November 1949

Arrow
things must be
getting bad
10¢ Carbon

Dear Ed

Here is a memorandum regarding Donnelley which I thought you would be interested in reading.

Ward

to

Mr Edward R Murrow
Columbia Broadcasting System

WW:g

Innovation to the
Campbell Soup Company

Attached is a detailed, step-by-step report of the Boston Is Handling operation in handling the Edward R. Murrow "Call for Today" contact mail.

To obtain this information, a representative of the agency spent a complete day following the mail through from the time it is received at the Post Office until it is delivered to Mr Murrow.

WARD WHEELOCK COMPANY
2 November 1959

HANDLING OF THE TIRARD & MERRON "WORD FOR TODAY" CORRECT MAIL BY BRUCE H DONNELLEY CORPORATION

1 -- Pickup in the mail. Mail addressed to Box 30, New York 46, arrives at the Church Street post office. It is sorted on the fourth floor directly into mail bags which are hung in racks along the walls under signs, "Box 10", "Box 20", etc. When a bag is full it is pulled out by the post office department. Both bags and locks are rented by Donnelley's from the post office department, and the bags are held by only authorized men at Donnelley's. All bags are tagged, "Bruce H Donnelley" - "Box 10", so that no bag need be opened until the proper time in order to establish what batch of mail it contains.

All mail for Donnelley is picked up between 8:00 and 9:00 AM by regular trucks' armored cars and guards. The cars drive into the building to a loading platform. After the guards have come inside and signed for the mail, the bags are brought down from the fourth floor and loaded into the cars. The bags are unloaded at Donnelley's directly into loading platform elevators and taken up to the department that handles this mail.

2 -- Counting bags and sampling mail. The bags are first weighed in order to get a weight count which is considered fairly accurate. This estimated count is reported to the operations department. So that clients who so desire can get a fast but not perfect count of each day's mail. The bags are then opened, emptied onto tables, the mail hand counted and placed into trays. This hand count is recorded, and is the count reported to us as "number of envelopes received".

3 -- Sorting and opening. The trays full of mail move on to sorters who sort the envelopes by postmark into states. The entries remain broken down into states throughout the whole operation, and are stored this way. When the sorting operation is finished, each state group is put through an automatic opening machine separately. For the larger states, there are usually 2 or 3 groups, so each batch contains no more than 100 to 120 entries.

4 -- Opening and checking. The letters then go to openers who remove the contents from the envelope and divide the entries into two groups -- eligible and ineligible. Ineligible entries are those which are not on or accompanied by a label, or those on which people have forgotten to include name and address. The openers check for proper label, make sure there is a name and address, sorting them into the two groups accordingly.

5 -- Entry count and "head slips". Each group is then passed on to people who count the number of actual entries. This count varies from the envelope count because of multiple entries in an envelope, letters that are not contest entries, etc. This count is also reported to us. At this time, "head slips" are attached to each group in quadruplicate (sample attached). These slips are initialed by each of the people that handle the mail, and, during each step the group is recounted and recorded. These head slips have two separate purposes -- they keep track of each batch of mail through the whole operation and act as guides in filing and storing, and give a count on the number of entries handled by each worker (these workers are all paid by piece).

Each group of mail with head slip attached is now ready to be sent to the judges.

6 -- Judging -- All judges are college graduates with an English major. The entries go through three steps of judging -- primary, junior and senior. Primary judges read each entry, and eliminate those which have no chance. Actually a great majority of the entries can be eliminated at this stage. On the day the operation was watched, 2,481 entries were received and about 300 survived this primary judging. The entries which survive are passed on to junior judges who give them a more careful study, eliminating about 80% more. The remaining entries go to the senior judges, who select the 30 to 50 best each day. The senior judges check contest, check entries against those that have already been used on the program, etc., as well as select the best.

7 -- Sending entries to Mr. Harvey. The 30 to 50 top entries as selected by the senior judges each day are sent to the operations department, which sends them to Mr Harvey by special messenger late each afternoon. During the middle of the week these entries usually reach Mr Harvey the same day that they are received by Donnelley's. On Monday, and sometimes toward the end of the week, the load is much heavier, and some of the mail is delayed for one (not more) day.

8 -- Checking for duplicates. Late each Friday Mr Harvey returns the entries he has selected to use on the program the following week. Actually he picks about 12 to 14, so that he will not be pinned down to a certain five. Each Monday, those entries that he has selected are compared with every other entry received during the past week, even with the ineligible entries. About 16 extra people are put on this job each Monday. At 6 PM, Mr Harvey's selections are returned to him with a report of any duplications.

9 -- Storing the mail. All mail is filed (by date received and state) and stored by Donnelley, and kept until notice from the client to destroy.

Judges who were to work on the mail in this contest prepared for it for and to two weeks. They used a file of over 600 quotations already used by Mr Harvey on the "Word for Today", in order to get a good sense of exactly what he wanted. Each judge received and studied the attached "Judging Instructions". Finally there was a meeting of the judges at which all details were ironed out.

Donnelley's has a large pool of part time workers to call upon. The staff in any department can be and is increased or reduced almost daily depending on the volume of mail.

Numerous checks are made throughout the operation to maintain the standard of work. Obviously fake entries are inserted, extra batches of mail are added to groups, etc., making it easy to check on the individual workers this mail is handled by.

JOB [illegible] September 27, 1949

JUDGING INSTRUCTIONS
Edward R. Murrow Quotations
"WORD FOR TODAY"

This operation is not a contest in a strict sense of the word. Rather, it is a selection of program material utilizing quotations which may have a timely meaning in connection with current news.

Mr. Murrow is interested in subtlety first and foremost. Secondly, quotations which we select should relate to specific phases of general subjects rather than to the general subjects themselves. In other words, we are not looking for quotations which pertain generally to the war, peace, mankind, democracy, etc. An appreciation of the type of quotations which we are seeking may be found in an examination of Mr. Murrow's file of 600 odd words which have already been used on his program. This file is now in the possession of the Contest Department.

In addition we should be wary of selections which are taken directly from such quotation sources as Stevenson, Bartlett and the like. This does not mean that quotations appearing in these references should be automatically eliminated. But since the average contestant is liable to seek such sources first, chances of the entry's being trite and/or duplicated will be increased. The probability is that the best quotations will come from some obscure source.

In the early stages of selecting we will confer with Mr. Murrow and Mr. Aaron so that we may clarify our thinking. Beyond these few general instructions, the type of selection with which Mr. Murrow will be satisfied will be a matter of experience. Instance is humanly possible, however, we should avoid sending him quotes which are well known, overused and duplicated.

Also, since we have no way of foreseeing what next week's news will be, we should make our selections varied rather than pointing many quotations to one specific subject. Of course, in cases where we can foresee the news such as the forthcoming World Series, scheduled international conferences, etc., we would be smart to look for quotations relating to those forthcoming events.

SP

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

21 October 1949

PHILADELPHIA

Dear Ed

Regarding Dave Dorrance, he wants to be accepted as a research student post-graduate work ~~and~~ literature at Oxford or Cambridge, preferably Oxford.

I would appreciate a letter from you to -

W J Sartain, Secretary
Board of Research Studies
University Registry, Cambridge

The purpose being to have them select him from the list of applicants to be selected as a research student, starting the Fall of '50.

Here are my conclusions, - Dave has always had a great interest in writing and in literature. He has never had the commercial drive, and his conclusion is that he wishes to study and teach and write, and since it is English literature, that Oxford or Cambridge would be the best place to research. He is serious about it - wants to make it his life work and he has a natural aptitude that, I think, promises as much success as Braith promises as a lawyer, or as his father achieved in business. It is probably just as well that we get some degree of balance, and everybody does not chase the dollar.

In picking research students, I imagine a number of them have much less natural aptitude, and much less serious intention of applying it the rest of their lives than has Dave. In school and in college his English, his writing, his analysis of literature has been outstanding.

If you will send me the original of the letter to Sartain I will see that it is put with the proper material and forwarded, and later when it is determined who is the right person to write to at Oxford, I would appreciate your sending a similar letter to them. I will advise you when we know.

Ward

David R Dorrance.

to Mr Edward R Murrow
WW:g

October 26, 1949

Dear Mr. Sartain:

I venture to write you in support of the application of David R. Dorrance for permission to engage in research in the field of English literature at Cambridge. I have satisfied myself that Mr. Dorrance has established an outstanding record as an undergraduate, and that he is wholly serious in desiring to avail himself of the opportunities afforded by Cambridge should permission be granted.

Young Dorrance would have no difficulty making the adjustment involved in working at Cambridge. In support of that statement, permit me to say that I had twenty years of personal experience with both Rhodes and Commonwealth fellows; I was, until recently, chairman of the board of the Institute of International Education here in New York, and I had the privilege of nine years residence in England from 1937 to 1946.

More than most American his age, Dorrance has the aptitude and the equipment to take advantage of the opportunity of studying at Cambridge.

Sincerely yours,

Mr. W. J. Sartain, Secretary
Board of Research Studies
University Registry
Cambridge, England

Ward Wheelock

October 14, 1949

Mr. L. A. Warren, President
Safeway Stores, Inc.
Fourth and Jackson Sts.
Oakland 4, Calif.

Dear Mr. Warren:

I am sending you today, under separate cover, a copy of the record album, "I Can Hear It Now"; one is also going to Mr. Saunders - both at the request of Bill Nixon of Campbells Soups.

I do indeed remember meeting you at Ponta Vedra some years ago, and hope to have the pleasure of seeing you again when you are in New York.

Sincerely yours,

OFFICE CORRESPONDENCE - CAMPBELL SALES COMPANY

Mr. R. M. Budd - #23-C Date 10/4/49

Subject ALBUMS

1. I should appreciate your arranging to have one album, "I Can Hear It Now" sent to each of the following men:

Mr. L. A. Warren, President
Safeway Stores, Inc.
4th & Jackson Streets
Oakland 4, California

Mr. C. N. Saunders
Safeway Stores, Inc.
4th & Jackson Streets
Oakland 4, California

2. It would be very nice if Mr. Murrow would agree to autograph each of these albums. Incidentally, Mr. Warren mentioned that he met Mr. Murrow at Ponta Vedra during the war.

W B Nelson
Sales Manager

WBN:LM

FORM 407 1000P—6-47

October 13, 1949

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln-Liberty Bldg.
Philadelphia 7, Pa.

Dear Ward:

Yours of October 7th: Ling Warren, a great individualist, will be taken care of, and I shall also send him the line you suggest. If I did in fact meet him at Ponta Vedra, we must both have been in a sand trap.

Have a nice fat pheasant with low wing-loading all set for the weekend of October 29th.

As ever yours,

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

7 October 1949

Dear Ed

Attached memorandum is self-explanatory.

Ling Warren is a very great individualist. He is a non-conformist, and runs one of the biggest group of grocery stores in the world.

Both he and his General Manager, C N Saunders, are great fans of yours, and if you are going to autograph these albums, the one to Mr Warren should be to Ling Warren - but I don't know Saunders.

I would appreciate it if you would do this, and see they are mailed to them, and have the bill sent to me.

If you remember meeting them at Ponta Vedra, which he says you did, it would be nice of you to send him a line, saying you are sending him the album at Bill Nixon's request.

Ward

to
Mr Edward R Murrow
News Room CBS
New York City

WW:g
enc

LINCOLN-LIBERTY BUILDING, PHILADELPHIA 7 · 444 MADISON AVE., NEW YORK 22 · GUARANTY BUILDING, HOLLYWOOD 28

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

6 October 1949

Mr Edward R Murrow
CBS News Room
New York City

Dear Ed:

Now that "The Word for Today" has been operating two weeks, we feel that the announcement at the end of each broadcast can be shortened.

This we have done in the attached revised format and with your concurrence will put it into effect.

I will give you a call tomorrow.

Yours very truly,

Art

AAB:EU

To Lunch - Friday, 9/23/49

NOTES FOR WHEELOCK

Contest for essays

2. Distribution of radios for voice reception

SUGGESTIONS OF SUBJECTS THAT MIGHT BE TREATED EDITORIALLY

1. Air power in our grand strategy

2. Qualifications of President Truman's appointees. (Well documented treatment indicating lack of any obvious qualifications in terms of training or experience...leading to the conclusion that personal friendship and party loyalty have determined appointments.)

3. The proposed ban on give-away shows. (Expression of the personal opinion that give-away shows are unpalatable and an offense against the ear, coupled with the contention that government interference in this area--in the absence of precise legislation to support it--would establish a precedent with unlimited potentialities for the suppression or control of both radio and the press.)

4. Need for national standardization of road signs and markers. (Essentially non-controversial, but has the makings of a good tub thumping show.)

5. The need for joint-Congressional hearings. (The appalling waste of time and efficiency that results from the appearance of people like Hoffman and Lilienthal before four different committees mainly because the committee chairman and committee members seek publicity.)

6. The need for federal legislation standardizing:

   a. divorce laws

   b. the procedure and regulations in connection with the adoption of children. (Easy enough to prove that the adoption business is, in practice and in fact, interstate commerce.)

9/20/49

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

22 September 1949

Dear Ed:

As discussed, we like your opening of "The word for the Day" announcement and with a couple of very minor changes it has been cleared with client and reado to go.

Attached are two copies of the announcement - one which will be used during the first week and the other slightly revised to be used thereafter.

While we have asked the listeners to write the quotations on the back of a Franco-American Spaghetti label, we will not rule out entries that are written on a separate piece of paper and sent in with the label. The fundamental reason for asking them to write it on the back of the label is that it is easier for the listener to do and will increase the number of entires we get. I hope you'll be able to give this a little personal launching and endorsement next week.

We are all enthusiastic about this and I will buy you a dinner if we don't get 100,000 by November 1st.

The best,

Art

Mr Edward R Murrow
CBS News Room
New York City

2 copies of each announcement enclosed

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

16 September 1949

Mr Edward R. Murrow
Columbia Broadcasting System Inc
New York City

Dear Ed

As discussed, we have now received the final blessings of the CBS Legal and Post Office departments on the listener participation in the "Word for Today" contest -- attached are the formats and we are all set to go starting Monday the 19th. Format 1, attached, will be used the first week where we are merely announcing the contest and asking for support. Format 2 will be used regularly starting September 26th.

Entries received by Thursday of each week will be the ones judged for the awards to be made the following Monday through Friday. Donnelly will give you each day the 50 entries they consider best -- if you will then advise the Donnelly organization on Monday morning of each week, the 15 entries from which you are going to pick the 5 read on the broadcasts, Donnelly will then recheck to see if there are any duplicates of those you selected.

A representative of the Reuben H. Donnelly Corporation will contact you after this contest has been in operation 3 weeks, to ascertain the number of entries you wish to review each day after the first month. We have instructed them to deliver these to you at your office at CBS -- if you prefer any different instructions, please let us know.

We have advised Donnelly the general basis for the judging of this contest but it would be helpful to them if you would have one of your people dictate a memo giving them the type of things you want them to look for -- the sooner this is given to them, the better.

We here are all enthusiastic about this "Word for Today" contest -- and I think it will work.

Yours very truly

AAB:d

P S -- Sorry the tomato crop washed out this week-end.
Gail and I were looking forward to seeing you.

This is format No. 1 referred to in Mr. Bailey's letter 9/16

WARD WHEELOCK COMPANY • PHILADELPHIA

LINCOLN-LIBERTY BUILDING, PHILADELPHIA • 444 MADISON AVENUE, NEW YORK • GUARANTY BUILDING, HOLLYWOOD

RADIO ADVERTISING

CLIENT
Campbell Soup Company

PRODUCT
Franco-American Spaghetti

PROGRAM & STATION
EDWARD R. MURROW
WITH THE NEWS

DAY & DATE
September 19, 20, 21, 1949

FORMAT #6

SHARBUTT	1	Stay tuned for Edward R. Murrow with the news brought to
	2	you by Franco-American Spaghetti!
ANDREWS OR MODERNAIRES	3	Just say Franco-American
	4	Buy some Franco-American
	5	Try some Franco-American
	6	It has that extra-good sauce!
SOUND	7	HIGH FREQUENCY CODE SIGNAL, 6 SECONDS
ANNOUNCER	8	Franco-American Spaghetti brings you Edward R. Murrow ...
		(PAUSE)
ANNOUNCER		(FIRST COMMERCIAL, 55 SECONDS)
		(PAUSE)
ANNOUNCER	9	And here is America's favorite Newscaster ... Your Franco-
	10	American Newscaster Edward R. Murrow.
MURROW	11	This ... is the news ...
		(MAIN NEWS SPOT)
MURROW	12	I'll be back in a moment, with the word for today ...
ANNOUNCER	13	... and an important announcement that may mean one hundred
	14	dollars to you!
		(PAUSE)
		(TRANSITION FROM NEWS TO SECOND COMMERCIAL, MENTIONING
		"FRANCO-AMERICAN SPAGHETTI" AT LEAST 2 TIMES EACH WEEK)
ANNOUNCER	15	(SECOND COMMERCIAL, 50 SECONDS)
		(PAUSE)

CONTINUED

RADIO ADVERTISING

CLIENT
Campbell Soup Company

PRODUCT
Franco-American Spaghetti

PROGRAM & STATION
EDWARD R. MURROW
WITH THE NEWS

DAY & DATE
September 19, 20, 21, 1949

FORMAT #6 - Cont'd

MURROW — Now, Ed ... what's the word for today? (OR A VARIANT)

(THE WORD FOR TODAY)

ANNOUNCER — Now here's the important announcement that may mean one hundred dollars to you. Starting next Monday, September 26, Franco-American Spaghetti will pay one hundred dollars each weekday for the word for today. Here's all you do to earn that hundred dollars. Think of a quotation from a book or a play or a poem or a speech ... a quotation that has a timely meaning in connection with current news. Write your quotation, together with your name and address, on the back of a Franco-American Spaghetti label and mail it to Edward R. Murrow, Box 10, New York 46, New York. That's Edward R. Murrow, Box 10, New York 46, N.Y. For each one used on this program you will be paid one hundred dollars. Entries will be judged on the basis of originality, interest, aptness, and clarity of presentation. Entries received through September 22 will be eligible for awards during the week beginning September 26. The decision of the judges is final. Duplicate prizes will be awarded in case of ties. All entries become the property of the makers of Franco-American Spaghetti and none will be returned.

slant -

*Change dates each week

CONTINUED

RADIO ADVERTISING

CLIENT
Campbell Soup Company

PRODUCT
Franco-American Spaghetti

PROGRAM & STATION
EDWARD R. MURROW
WITH THE NEWS

DAY & DATE
September 19, 20, 21, 1949

FORMAT #6 (cont'd)

(PAUSE)

ANNOUNCER 38 Tune in your Franco-American Newscaster ... Edward R.
39 Murrow immediately following Dick Haymes' "Club 15"
40 over most of these stations, at this time tomorrow
41 (FRIDAY, SAY MONDAY)

(TWO SECOND PAUSE)

(HITCHHIKER, 25 SECONDS)

(PAUSE)

ANNOUNCER 42 Tune in to Murrow tomorrow. (FRIDAY, SAY MONDAY EVENING)
43 This is CBS ... the Columbia Broadcasting System.

E N D

COPY APPROVED 9-15-49

This is format No. 2 referred to in Mr. Bailey's L 9/16 - on Spaghetti beg 9/26

WARD WHEELOCK COMPANY • PHILADELPHIA

LINCOLN-LIBERTY BUILDING, PHILADELPHIA • 444 MADISON AVENUE, NEW YORK • GUARANTY BUILDING, HOLLYWOOD

RADIO ADVERTISING

CLIENT
Campbell Soup Company

PRODUCT
Franco-American Macaroni

PROGRAM & STATION
EDWARD R. MURROW
WITH THE NEWS

DAY & DATE
Thursday, September 22, 1949

FORMAT #7

SHARBUTT	1	Stay tuned for Edward R. Murrow with the News brought to
	2	you by Franco-American Macaroni.
ANDREWS OR MODERNAIRES	3	Just say Franco-American
	4	Buy some Franco-American
	5	Try some Franco-American
	6	Good macaroni and cheese!
SOUND	7	(HIGH FREQUENCY CODE SIGNAL, 6 SECONDS)
ANNOUNCER	8	Franco-American Macaroni brings you ... Edward R. Murrow ...
		(PAUSE)
		(FIRST COMMERCIAL, 55 SECONDS)
		(PAUSE)
ANNOUNCER	9	And here is America's favorite Newscaster ... Your Franco-
	10	American Newscaster -- Edward R. Murrow.
MURROW	11	This ... is the news ...
		(MAIN NEWS SPOT)
MURROW	12	I'll be back in a moment, with the word for today ...
ANNOUNCER	13	... and an important announcement that may mean one hundred
	14	dollars to you!
		(PAUSE)
		(TRANSITION FROM NEWS TO SECOND COMMERCIAL, MENTIONING "FRANCO-AMERICAN MACARONI")
ANNOUNCER		(SECOND COMMERCIAL, 50 SECONDS)
		(PAUSE)

CONTINUED

RADIO ADVERTISING

CLIENT
Campbell Soup Company

PRODUCT
Franco-American Macaroni

PROGRAM & STATION
EDWARD R. MURROW
WITH THE NEWS

DAY & DATE
Thursday, September 22, 1949

FORMAT #7 (Cont'd)

ANNOUNCER Now, Ed ... what's the word for today? (OR A VARIANT)

MURROW (THE WORD FOR TODAY)

ANNOUNCER Now here's the important announcement that may mean one hundred dollars to you. Starting next Monday, September 26th, Franco-American Spaghetti will pay one hundred dollars each weekday for the word for today. Here's all you do to earn that hundred dollars. Think of a quotation from a book or a play or a poem or a speech ... a quotation that has a timely meaning in connection with current news. Write your quotation, together with your name and address, on the back of a Franco-American Spaghetti label and mail it to Edward R. Murrow, Box 10, New York 46, N.Y. That's Edward R. Murrow, Box 10, New York 46, N.Y. For each one used on this program you will be paid one hundred dollars. Entries will be judged on the basis of originality, interest, aptness, and clarity of presentation. Entries received through September 29th will be eligible for awards during the following week, beginning October 3rd. The decision of the judges is final. Duplicate prizes will be awarded in case of ties. All entries become the property of the makers of Franco-American Spaghetti and none will be returned.

*change dates each week

(CONTINUED)

RADIO ADVERTISING

CLIENT	PRODUCT
Campbell Soup Company	Franco-American Macaroni
PROGRAM & STATION	**DAY & DATE**
EDWARD R. MURROW WITH THE NEWS	Thursday, September 22, 1949

FORMAT #7 (cont'd)

(PAUSE)

ANNOUNCER 37 Tune in your Franco-American Newscaster ... Edward R.
38 Murrow immediately following Dick Haymes' "Club 15" over
39 most of these stations, at this time tomorrow.

(TWO SECOND PAUSE)

(HITCHHIKER, 25 SECONDS)

(PAUSE)

ANNOUNCER 40 Tune in to Murrow tomorrow. This is CBS ... the Columbia
41 Broadcasting System.

E N D
COPY APPROVED 9-15-49

al Delivery

September 20, 1949

Dear Art:

Here is my suggested redraft of the promotion plug on the Word for Today competition. I think it would produce more of the sort of response we want but then, of course, I have not always been right.

My purpose for suggesting that the entries be sent to Franco-American rather than to me, was designed mainly to prevent personal and fan mail from getting mixed up with the competition mail. But if you feel strongly about the stuff being addressed to me, that's all right.

In addition to this announcement, I would propose that once or twice during next week I explain--very briefly, during the word--why we introduced this gimmick in the beginning and why we are now asking listeners to contribute, and that we hope to improve it.

Maybe we could have a word about this on the phone tomorrow.

As ever yours,

Mr. Arthur A. Bailey
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

WORD FOR TODAY ANNOUNCEMENT

Oct. 31 B

MURROW: WORD FOR TODAY

ANNOUNCER: What did you think of the Word for Today? Perhaps you have a favorite quote...a few brief lines...spoken or written...present or past...that would make a timely Word for Today. If you have, you'll be interested in hearing that beginning next Monday, Franco-American Spaghetti will pay one hundred dollars each weekday for the best Word For Today. The quotations you submit should be brief and should relate to current news events. They can be from Coolidge or Caesar...Twain or Talleyrand... from a book, a play or a speech. Your favorite quote may mean one hundred dollars for you. Send your quotation, name and address, along with a label from a can of Franco-American Spaghetti to Franco-American Spaghetti, Box 10, New York 46, N.Y. That's Franco-American Spaghetti, Box 10, New York 46, N.Y. If your quote is used on this program, you will be paid one hundred dollars. Entries will be judged on the basis of originality, interest, aptness and clarity of presentation. The decision of the judges is final. Duplicate prizes will be awarded in case of ties. And all entries become the property of the makers of Franco-American Spaghetti. None will be returned.

Copy per to Bailey. 9/20

MURROW: WORD FOR TODAY

ANNOUNCER: What did you think of the Word For Today ? Perhaps you have a favorite quote...a few brief lines...spoken or written... present or past...that would make a timely Word For Today. If you have, you'll be interested in hearing that beginning next Monday, Franco-American Spaghetti will pay one hundred dollars each weekday for the best Word For Today. The quotations you submit should be brief and should relate to current news events...they can be from Collidge or Caesar... Twain or Talleyrand...from a book, a play or a speech. Your favorite quote may mean one hundred dollars for you. Send your quotation, name and address, along with a label from a can of Franco-American Spaghetti to Franco-American Spaghetti, Box 10, New York 46, N.Y. That's Franco-American Spaghetti, Box 10, New York 46, N.Y. If your quote is used on this program, you will be paid one hundred dollars. Entries will be judged on the basis of originality, interest, aptness and clarity of presentation. The decision of the judges is final. Duplicate prizes will be awarded in case of ties. And all entries become the property of the makers of Franco-American Spaghetti. None will be returned.

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

6 September 1949

Dear Ed

Thanks again for the jewel Jewel Food Stores article; we and client appreciate it exceedingly.

It has been put into the proper hands and we will send you a copy of the issue as soon as we receive it.

Best regards,

AAB:EU

Mr Edward R Murrow
CBS News Room
New York City

W. W.

September 1, 1949

Dear Art:

This ain't a jewel, but it's the jewel from a tired, old jewel that has lost its cutting edge.

I assume you will send it on to Segal unless you choose to write him and confess candidly that I can't write.

As ever yours,

Mr. Arthur Bailey
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

In traveling about this country I still experience a sense of surprise and almost guilt when crossing a State line; no one asks for a passport or a visa, there is no currency restriction; you may even enter and leave the sovereign state of Texas without formality of any kind.

I think it is necessary to spend several years looking at this country from the outside, in order to appreciate the wealth of opportunity that is part of the baggage carried by every American wherever he goes on this Continent. There is the freedom to travel that is available to more of us than to any other people in the world. There is the freedom to change jobs as often as we like; and no man is frozen in his economic or social position. I remember a wise and widely-traveled Frenchman who once explained to me the difference between Americans and Europeans. He did it in terms of a taxi driver and the man with a top hat. In Europe the relationship between the two was fixed and permanent; the chances were that the man with the top hat had always had it, and his father before him. The taxi driver had probably always been a taxi driver, and always would be. In America the relationship between the two is different. It was probable that the man with the top hat had acquired that symbol of affluence only recently, might lose it suddenly; and the taxi driver had always the possibility of acquiring a top hat for himself, and having someone else drive the taxi for him.

There are other countries, particularly in Western Europe, where the citizen enjoys as complete equality under the law, as much protection of personal liberty as we have in this country. But there is, so far as I know, no place where opportunity for advancement and promotion

is so unlimited as it is here; no place where education is so generally and cheaply available; no place where the social and economic background of the applicant for a job is given less consideration. There is in this country no aristocracy of accent or ancestry.

For nine consecutive years - 1937 to 1946 - I looked at my own country from the outside. Without such experience I believe it is impossible to appreciate the strength, good fortune and responsibility of this country. We are fat and comfortable in a world that is largely lean and miserable. We emerged from the war with our industrial plant intact and improved. The rest of the world regards us with a mixture of envy and fear; and the fear arises from the fact that our strength is greater than we know. I do not believe that that strength stems primarily from our size or our resources, but that it comes rather from a traditional belief in the dignity and the equality of the citizen - from the casual acceptance of the fact that a harness maker's son like Senator Arthur Vandenberg can shape and control American policy; or that a Kansas farm boy like Ike Eisenhower can rise to command the armed forces of freedom.

If the day should ever come when opportunity and advancement are limited by the social and economic origins of the individual, then our strength as a nation will begin to wither.

Once during the war President Roosevelt wrote out in his own hand a message for Mr. Churchill; it was a quotation from Longfellow, the one that begins: "Sail on O Ship of State". There is another quotation from Longfellow which might be regarded as appropriate for our time. It is this: "Not in the clamour of the crowded street, not in the shouts and plaudits of the throng, but in ourselves are triumph and defeat."

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

18 August 1949

John a
lets talk

Mr Edward R Murrow,
CBS News Room
New York City

Dear Ed:

The attached correspondence is self-explanatory

These Jewel Food Stores are important customers and I would like to furnish them with the two page article they request.

The theme of "Opportunity Unlimited" you can develop in any way that you elect and if your writers wish any help from us please let us know.

Yours very truly

Art

AAB:EU

JEWEL FOOD STORES
A Department of
Jewel Tea Co., Inc.

3617 So. Ashland Ave.
Chicago 9, Illinois

August 8, 1949

Mr. John G. Hoagland
Supervisor — Radio Programs
Campbell Soup Company
Camden, New Jersey

Dear Mr. Hoagland:

You will perhaps recall the excellent article by Walter O'Keefe which we had the good fortune to publish in our employee paper, The Crusader, on June 22. You stated at that time that we might feel free to call on you again ---- I don't want to wear out my welcome at Campbell's, but here I am! This is an unusual request, but one which has many possibilities.

On September 18-21, our company will hold a convention of the managerial staff at Green Lake, Wis. (Announcement was made in our most recent Crusader. A copy is enclosed).

We are compiling a special convention issue of The Crusader, to be distributed to all Jewel People on September 22, which will contain much inspirational matter, designed to aid our managers in conveying convention philosophy to their staffs ---- who necessarily stayed behind. Obviously, this issue must be interesting. The dominant theme of our 1949 Management Conference will be "Opportunity Unlimited". Naturally, this theme will be applied chiefly to our company. But the theme could logically pertain to other things --- take in a larger, national or international scope. It is around that sort of an article that we would like to build our Convention Crusader.

We can think of no one who could better author a one to two page article concerned with "Opportunity Unlimited" than your Edward R. Murrow. I sincerely hope that such a feature may be arranged.

It's unfortunate that time is so short --- even small-time editors such as I am guilty "zero-hour brain-storms!" Such an article should be in my hands by September 7. But I should like to know even sooner whether or not I may plan on including it.

Respectfully,

/s/ HARRY SEGAL
Harry Segal
Editor

A Better Place To Trade

THE CRUSADER

Published by JEWEL FOOD STORES, 1899 — OUR 50th YEAR — 1949 A Dept. of Jewel Tea Co., Inc. A Better Place To Work

VOL. 5 | Johnny Pickens, Editor | AUGUST 3, 1949 | Harry Segal, Co-Editor | NO. 10

Green Lake Will Be Site Of 1949 Management Conference!

The Bunny's Not Quite as Tame as He Used To Be!

Carlisle in The Des Moines Register

It's in This Issue:

Jewel Girl Wins Democracy In Action Prize.....Page 2
Photos From That Wonderful Golden Gambol.....Page 4
Red Skelton (In Person) Cooks A Stew.....Page 6
Open House (5703 W. North Avenue).....Page 8

400 Jewel Managers To Discuss Common Objectives Sept. 18-21

(Photo on Page 3)

On Sunday, Sept. 18, nearly 400 Jewels—the entire managerial force—will begin their trek to Green Lake, Wisconsin, 200 miles Northwest of Chicago. The trip will be made by either bus or train, and will end as managers are deposited at this beautiful spot in time for a business meeting that same evening.

This will be the beginning of the Jewel Management Conference lasting through the luncheon hour on Wednesday, September 21.

During the four days, Grocery and Market Managers and division heads will have many opportunities to learn more about our business, discuss problems which influence our operations and prepare a course to follow for the year ahead.

The Management Conference will be conducted on the 1000-acre grounds of the Northern Baptist Assembly on the shores of Green Lake. The setting is one of the most beautiful, most comfortably equipped—and by all odds, one of the most unique of its type in all America.

Managers will enjoy excellent accommodations—a great many will be housed in the Roger Williams Inn, a very modern hotel.

Plans for the Conference are being made now by many committees dealing with the many different phases necessary in the preparation of the biggest and best in Jewel's history.

Wins Essay Award: Takes "Democracy In Action" As Theme!

Ruth Clary, of Jewel's 1135 Chicago Ave. store in Oak Park, is justly proud of her daughter Marilyn, a June graduate of Proviso High School, in Maywood.

Marilyn, who won first prize in the local Essay Contest sponsored by the Veterans of Foreign Wars, was recently awarded third prize in state-wide competition.

In addition to this singular honor, Marilyn's other High School accomplishments include: Student Council and Girls' League representative; honor student for four years; elected to National Honor Society in her Junior Year; winner of three scholarship medals; edited the commercial newspaper! Marilyn received a scholarship to Illinois State Normal University, where she plans to enter this fall to become a commercial teacher.

The Crusader feels that in her prize winning essay, "My Part in America's Future," Marilyn presents forcefully the individual's duties to uphold Democracy in Action. We regret that space permits the printing of only a portion of her excellent article.

The United States, the best example on earth of a true democracy, is the one country which can prove to the rest of the world that a democratic form of government, as well as a democratic way of life, is the most desirable. My part in America's future will be practicing and extending, now and in the future, the beliefs for which my country stands and for which my forefathers dedicated their lives.

Straight thinking is necessary, for the welfare of my country. I shall always endeavor to keep a clear, well-informed, and well-balanced mind.

In reading newspapers each day, or in expressing my opinions to others, I shall live out my democratic belief in freedom of all types, including freedom of speech, of assembly, and of petition. To continue and pass on these ideals for which early Americans fought, is one of the greatest contributions I can give my country.

Marilyn Clary

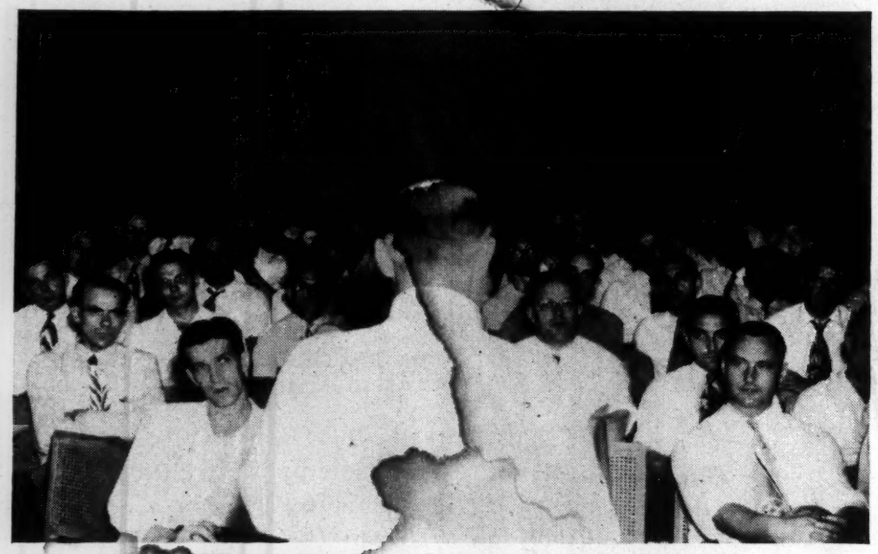
In owning a home of my own, I shall put my trust in certain civil rights guaranteeing protection of personal belongings and security in my home. In my home, too, I shall teach and pass on to my children the American way of life.

By merely practicing democratic principles, I shall prove to future generations the practical value and the happier way of life that a free society offers. But by also fulfilling my civic obligations, I shall strive to make my country a better land in which to live.

Through honest and sincere voting I shall show my faith in the representative government by, for, and of the people. In casting a ballot for the candidate of my preference, I shall do my part in making my nation one of which I can be proud.

But most important, I pledge to my country my loyalty. In time of trouble or need, I shall stand ready to help in any way that I can to protect the democracy in which I put my trust and hope—hope for a better way of life for all men.

Democracy as a way of life, as well as a form of government, is the only hope for securing world peace, equality and security. I feel that by doing my part in building the future of the United States through practicing and extending democratic principles and beliefs, I shall be contributing not only to my nation, but to all the nations of the world.



Here's a behind-the-speaker's-platform view of an important meeting held in the cafeteria at 3617 S. Ashland Avenue on Monday evening, June 27. With a common objective in mind, Grocery Managers and produce men from all Jewel's pre-packaged produce stores met, discussed their unique problems with Asst. to the Operating Mgr. J. A. Brewer (back to camera), and unanimously accepted a standardized pre-packaging formula. The "whys" and "wherefores" of each proposed change in methods were fully explained.

Green Lake - Scene of Four-Day Jewel Management Conference

This is one of the many scenes of beauty that will fill the eyes of Jewel Managers, Sept. 18-21. This view shows but a small portion of the 1000-acre grounds of the Northern Baptist Assembly at Green Lake, Wisconsin, 200 miles Northwest of Chicago. The 1949 Management Conference will be held here.

One of the centers of activity will be the beautifully located Roger Williams Inn—seen on the point of land at far left in the photo above. In their spare time, between business sessions, Managers may take advantage of the many recreational opportunities at the resort.

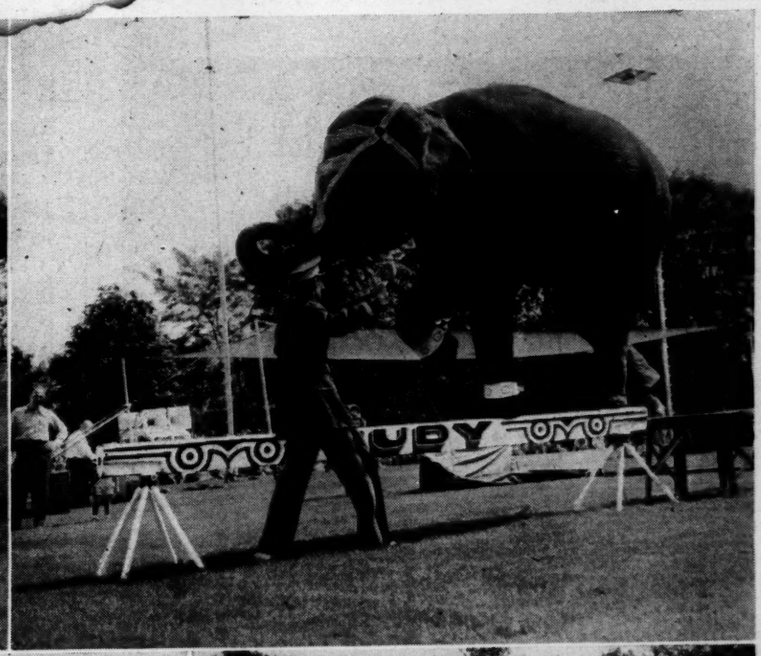
The Central Division's Salad Sweepstakes ended some weeks back, so the news concerning who won isn't exactly news, but we feel this photo might tell a small secret about these Salad Sales Kings from the West side. Andy Cosentino, 5504 Belmont, Art Wilke, Geneva and Jim Shalek, 809 S. Oak Park, exhibit contest-winning smiles to Supt. George Wendel (right)—who doesn't look as if he needs any instruction.

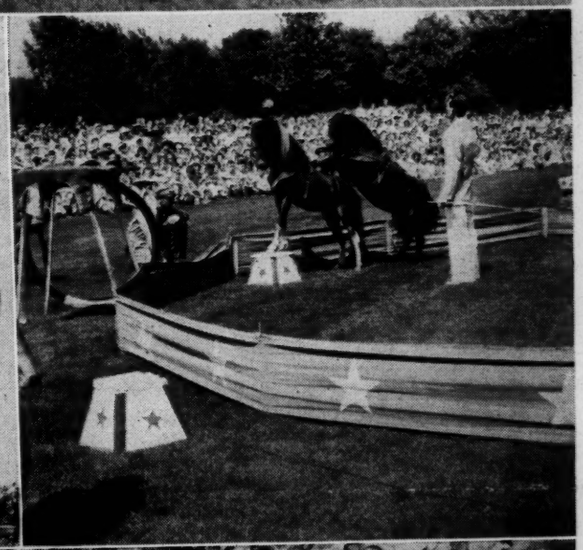
STORE-JEWELS: PLEASE TAKE NOTE!

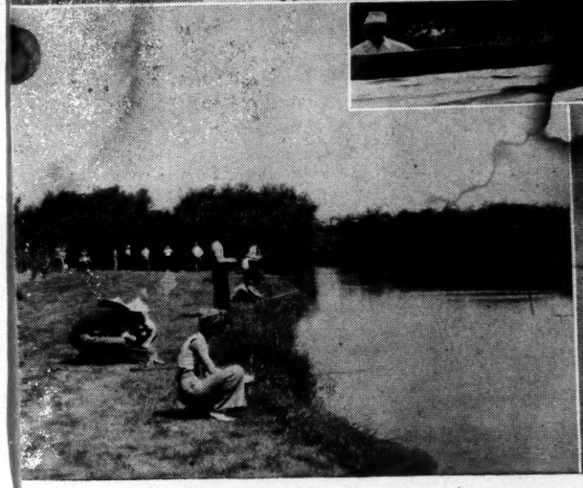
"Boy—what a day I had at the office! Whew—water cooler broke, mislaid my scratch sheet, candy machine empty..."

FUN AND FROLIC AS JEWEL PEOPLE

E ENJOYED THE GOLDEN GAMBOL







Here's SKELTON — In a Stew, Too!

The "mean wittle kid" gives a Grandma a mighty tough time—as usual! Red Skelton and Verna Felton have created imaginary characters which seem very real to listeners on Procter and Gamble's "Red Skelton Show."

Vaudeville people used to get hungrier than anybody!

Maybe it was the hard work. Maybe it was the bad food we learned to expect in one-horse (and I use the word advisedly!) restaurants. Maybe it was the long hours of travel between towns. And then again, maybe it was because we often couldn't afford to buy food!

Anyway, it was back in that era that I first learned to appreciate stew—good, old-fashioned, everything-in-the-same-pot stew. And d'ya know what? I *still* like it!

Because you Jewels who read The Crusader are experts on food, I thought you'd be interested in my favorite recipe and its history. You are? Swell—because I'm going to tell you about it.

A few years after our marriage, Edna and I arrived in the Big City of New York...not exactly flat broke, but strictly insolvent, you might say. We took a room in a tiny theatrical-district hotel, and Edna made the rounds of the agents' offices, trying to let them in on the big secret that I was the hottest thing in show business. In the meantime, while the agents preferred to keep this secret to themselves, I worked around at odd jobs, mostly untheatrical. Rent and eating were two big luxuries.

This little hotel, like most of its kind, had a rule against cooking in the rooms...and even the cheapest blue-plate special (which is usually sold without the plate) was out of the range of our budget.

We just got plain old tummy-growlin' hungry sometimes.

So Edna and I finally decided to risk breaking the hotel rule, and we cooked stew on a two-plate grill hidden in the bottom drawer of the bureau. Edna cooked while I stood by with a newspaper and fanned the smoke out of the window. This way we were able to keep the management in the dark about our culinary activities.

But it's impossible to keep the perfume of food away from a crowd of hungry actors and actresses... so we soon had a new circle of friends. All hungry.

Edna's stew was tops with all the theatrical people, because it seemed to have a distinctive flavor and it was filling. Well, pretty soon we were in the stew-business. When we left the room each day, we'd leave the door unlocked. At all hours, members of our "stew circle" would drop in, leaving contribution—a bunch of carrots, an onion, a microscopic hunk of beef. When Edna returned from her rounds of the booking offices, she'd get to work, and soon that pot of ambrosia would be boiling away...and soon after that, our pals would assemble for supper.

Well, like I said, I am still a great stew fancier. Perhaps it's partly nostalgia for those good old days ...all vaudevillians are afflicted with that...but mostly, I think, it's because this stuff makes wonderful stew. I'm not much of a fancy eater myself. I always kinda mistrust those glamorous foreign dishes...but I'll pack away a plate of stew without asking any questions!

And here's the recipe for Skelton Stew—just in case you think I've been kidding:

1½ pound (or close thereto) of beef chopped into small cubes
beef suet or drippings
two carrots
two sprigs of parsley
1½ teaspoons of salt
½ teaspoon of pepper
two cups of hot water
3 cups of flour
3 tablespoons of butter (often omitted in the lean days in New York)
1 cup of peas
½ teaspoon of cinnamon

The cast approves a script—Skelton, Pat McGeehan, Lurena Tuttle, Rod O'Connor and Verna Felton.

Tools Improve Material Welfare

THIS LAND HAS NOT BEEN MADE INTO A TOOL

"In the hands of storekeepers and their clerks, the inventories of goods for sale are part of the tools used to produce a service, just as are the store buildings and the store fixtures."

This view, down the incoming aisle of a modern Jewel Store, means many things to many people, beauty in store design, brightness, cleanliness—then our friends Fred Clark and Richard Rimanoczy begin speaking of this view in terms of "tools." We're very quick to look straight down the aisle and recognize the display case of the meat department as a tool—and certainly all the items that are necessary to operate the market efficiently are also tools.

Using the same approach, we are able to recognize the shelving as a tool—for that matter, the entire store, the building itself is a tool, designed to aid in the distribution of food and food products.

But now we learn (and much to our surprise) that the inventory or stock of those very products in the store—that's also a tool. They explain by saying:

Tools are all the things used by man to improve his material welfare (that is, used to produce goods and services) through changing the form, condition and place of natural resources.

HOW WE LIVE

This is the third of a series of six editorials which explain simply the basic economics which govern our lives. Text and illustrations are from "How We Live," written by Fred G. Clark and Richard Stanton Rimanoczy and published by D. Van Nostrand Co., Inc., New York. They are used here by permission of the American Economic Foundation.

HUMAN ENERGY PLUS TOOLS HAVE MADE THIS LAND A TOOL

Tools are all the things used by man to produce other things, that is, goods and services.

Tools are things made by man, and things made by natural processes.

Obviously, factory machines are tools.

So are the buildings that house them and the land under the buildings.

So are the various materials used up in production.

So are the finished products while they are for sale.

On the farm, the cleared, cultivated, and fertilized soil used to produce crops is just as much a tool as is the plow.

So is the horse that pulls the plow.

So are milk sheds, silos and barns.

So is the wagon that carries the crops to market.

So is the stock of seed and the fertilizer.

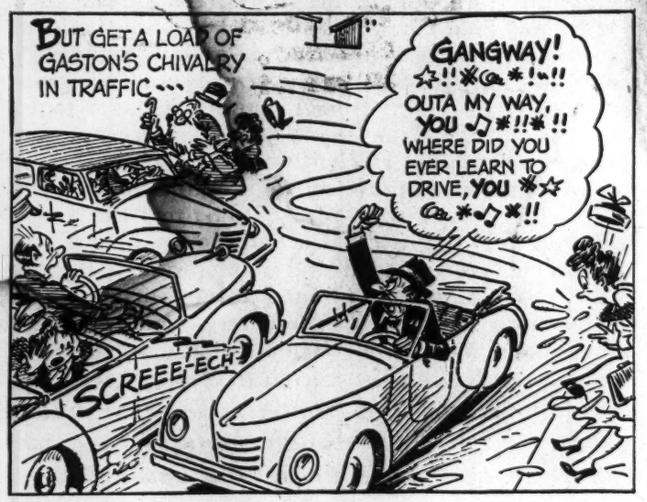
So are the railroad trains and motor trucks that haul the goods.

Tools are all the things used by man to improve his material welfare (that is, used to produce goods and services) through changing the form, condition and place of natural resources.

JEWEL PEOPLE HAVE GOOD TIMES TOGETHER

At Open House Party, 5703 W. North Avenue

These are scenes from the Open House Party held at 5703 W. North Ave. on the evening of July 13. The new store opened the following morning—but not before hundreds of Jewel People had taken part in a rousing send-off to the modern replacement for 5643 W. North Ave. At left, are two views of activity at the serving table. Above, Carl Moos (center) and Henry Gehrke talk shop in the meat department as Bill Holmes smiles at the camera. At right are typical scenes from Jewel Open Houses—Jewel's bring their small fry—and everyone becomes acquainted. The little folks need just a bit of help in consuming the food, however.



Information Forwarded
7/18

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

14 July 1949

Mr Edward R Murrow
CBS News Room, 485 Madison Avenue
New York City

Dear Ed

George Sessions Perry's address is Guilford, Connecticut. He is there now.

Copy of letter from Ben Hibbs is enclosed.

Yours truly

Ward

WW:g
enc
Dictated but not
signed by WW

copy

July 1, 1949

Mr Ward Wheelock
Ward Wheelock Company
Lincoln Liberty Building
Philadelphia, Pa.

Dear Ward:

The day you spoke to me about George Sessions Perry I was writing him about another matter and mentioned that you or Ed Murrow might be in touch with him about the state broadcasts. In a letter from George, which arrived today, he says the following:

"I'll be delighted to do anything I can for Mr. Wheelock and Ed Murrow on their project, though I can hardly imagine anything more confusing than for a more or less normal person to go about doing things after the Perry fashion, a method which depends strongly on good luck and God's grace. Where I might be of some use to these fellows is in giving them a list of names from my dossier of tried-and-true sources throughout the country. For, after all, I have trotted around over the nation so much that I've located a pretty sizable number of helpful, intelligent, on-the-scene people as, I am sure, Mr Murrow also has."

Sincerely,

Ben Hibbs

BH:H

14 July 1949

BH:H

Mr Ben Hibbs, Editor
The Saturday Evening Post
Philadelphia 5

Dear Ben

Thanks for your letter about Perry. Ed Murrow is going to try to see him in Connecticut next week.

Yours truly

WW:g
Dictated but not signed by WW

July 13, 1949

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln - Liberty Bldg.
Philadelphia 7, Pa.

Dear Ward:

I find that our transportation people are reluctant to give me even a rough estimate of the cost, but they have whipped together an alternative itinerary, which I enclose. We sent you a rough estimate of the line costs under date of June 9th. It seems to me that the only way we can arrive at a possible figure here is to estimate the actual transportation of the two advance men at $1,000. each, their living expenses at $25. per day; and to estimate my transportation at $2,000., and living expenses at about $50. a day.

I am still disposed to favor the idea, but must confess I'm a little hazy as to how the format should look, and somewhat doubtful that we can crowd in enough material in the six minutes following the hard news to warrant the expense involved.

I'll be interested in what Schwerin reports on the last week's trials, and for your information the reaction to the change in format was unfavorable, insofar as I can tell.

As ever yours,

June 22, 1949

Dear Ward:

Thanks for the fountain equipment. Now there will always be hot soup and cold drinks whenever you chance to pass by Quaker Hill.

As ever yours,

Mr. Ward Wheelock
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

June 21, 1949

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln - Liberty Bldg.
Philadelphia 7, Pa.

Dear Ward:

The attached has arrived from Dave Schoenbrun and is, I imagine, self-explanatory.

As ever yours,

with correspondence from
Mrs. Williams

June 17, 1949

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln - Liberty Bldg.
Philadelphia 7, Pa.

Dear Ward:

And from a good respectable

Republican sheet, too!

As ever yours,

Enc.: editorial from Hartford, Conn.
Times

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

13 June 1949

PHILADELPHIA

Dear Ed

The Campbell Soup Soda Fountain equipment, with hot cups. has been shipped to Quaker Hill - you know, the one you saw in Atlantic City.

The Campbell Soup Company send this with their compliments and appreciation of your talk on their behalf - to say nothing of your ride to and from the Hall -

Ward

to

Mr Edward R Murrow
News Room CBS
New York City

g

June 9, 1949

Dear Ward:

Here's a very rough estimate on the possible "wander year". The line costs were arrived at by an average of long and short hauls, both on and off the Round Robin. When we meet again remind me to tell you of what happened in New Orleans.

As ever yours,

Mr. Ward Wheelock
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

June 6, 1949

Mr. Arthur A. Bailey
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Penna.

Dear Arthur:

This is written in connection with your recent request that we explore the possibility of setting up a repeat broadcast for Ed Murrow on the Pacific Coast an hour later than his live program.

The next meeting of our Pacific Coast Affiliates Advisory Board is scheduled to be held within four weeks, the exact dates to be set. As I told you, we will put on the agenda the problem of station clearance since, as you know, 5:55 to 6:00 p.m. Pacific Time is now being used locally by the individual stations.

Before going into this with our affiliates, however, I should like to be sure that you understand that problems other than station clearance and expenses are involved.

1. If Ed Murrow is recorded at KNX and his broadcast is fed without change to the CPN, the only charge would be our transcribed rebroadcast fee of $12. net per program, or $60. a week.

2. If Murrow does a live repeat broadcast from New York at 8:45 PM CNYT, a special transcontinental line would be required at a cost to us of approximately $370. a broadcast. This would make the charge to Campbell merely reimbursing us for our expenses, $1,850 net a week.

3. If the Murrow repeat is handled as outlined in #1, except on such occasions as sudden news breaks would make necessary a live repeat, assuming that sufficient

time could be allowed for us to order a transcontinental circuit, the charge would be the transcribed repeat broadcast referred to, plus $370 net for each emergency occasion.

Of course it is understood that should it be set up on a transcribed repeat basis, and should no live circuit be available, provision would be made for KNX to make deletions in the recording and substitution of appropriate new material.

I would appreciate hearing from you as to which type of repeat broadcast you wish us to plan on. I would like to have this information well in advance of the Pacific Coast meeting and therefore would like to hear from you within the next week.

Cordially,

Bill Fagan

WJF:as

cc: Mr. Murrow
Mr. Gittinger

Ed: So you may be informed.
Bill F.

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

3 June 1949

Mr Edward R Murrow
Columbia Broadcasting System
New York City

Dear Ed

Enclosed is copy of letter to Mr Schwerin which is self explanatory.

Yours truly

Ward

WW:g
enc

WARD WHEELOCK COMPANY
Advertising

3 June 1949

Mr Horace S Schwerin, President
Schwerin Research Corporation
2 West 46th Street, New York City 19

Dear Mr Schwerin

In presenting the second Murrow Schwerin report, your associate made the statement that a recommendation was made in presenting the first report, on which no action was taken by us, and that the same things were reaffirmed in the second report.

The only specific recommendation that you made, that remained after the discussion in your office, was the elimination of multiple leads. This has been done.

The question of long items, of slanting the news, of the length of items, were all discussed to no conclusion, and I thought that was unanimously agreed after the discussion, - that research had not proven any specific action but the "multiple lead" decision.

As a matter of fact, Murrow offered to proceed with the writing of one broadcast two ways, having them both checked simultaneously, to determine the reaction of different pitching of certain stories, because in this meeting you expressed the feeling that this was feasible. At a later date you questioned the practicality of this, and advised that we do not do it.

Mr Murrow and his editors pointed out to you the problems that they had, and asked for any assistance that you could give, offering to do any extra work necessary if specific helpful results were possible. This double writing of the news was the only practical suggestion made at that time, and this was later rescinded by you.

There was another big question involved. You analysed the news as presented on the Murrow Show by local and foreign items. A more detailed and further analysis of this showed that the Murrow Show had more local items and a bigger percentage of local items, and more total news items than any other show, and a bigger percentage of local items than the first page of the New York Times or Herald Tribune. And the percentage of United States items were considerably more than you reported.

WARD WHEELOCK COMPANY
Advertising

3 June 1949

Mr Horace S Schwerin - cont'd #2

Mr Murrow and we are looking for specific ways that practical help can be given in building this program from your research. I would suggest that you write us a letter giving your viewpoint of -

1) What recommendations were made that you now think are valid.

2) Any action that you propose in regard to future Schwerin Research that would be practical from the show standpoint.

We do not wish this handled in generalities, and broad observations, but specific, definite results of your research that can be translated into editorial action.

Upon receipt of this, we would suggest that a meeting be set up in New York at our office, or yours, whichever you prefer, in which Mr Budd, Mr Murrow, and we would consider this whole problem involving present and future action. In this meeting we would like you to present the summary of the second Murrow study to us, as well as a summary of the Commercial study on the Murrow Show.

Yours very truly

WARD WHEELOCK COMPANY

President

WW:g
cc CSCo
cc ERM

WARD WHEELOCK COMPANY

ADVERTISING

Cabled Reporter - Kirchwey 7 Journal Dandelpoint Lord Hanna

WARD WHEELOCK
PRESIDENT

2 June 1949

PHILADELPHIA

Dear Ed

Confirmation on two subjects:

1) We will definitely expect you, and whomever you elect to bring, aboard the boat on Monday July 25th, and the boat will be at Edgartown. You can take her where you will, except that Jones and Willits may join you on Friday the 29th for fishing at Cuttyhunk for the weekend. Cuttyhunk is the best striped bass fishing, I guess, in the world. They hold the world record.

I am arranging with the best man up there - Hall - for two boats for Friday night. The boats are on a 24 hour basis and you fish whenever you want to. They are small skiffs, do about 25 miles an hour to get you to the rocks, and then trawl at slow speed.

2) Regarding Dick Schlegel. He is in Bad Nauheim, but as I understand it, gets well over Germany, and I understand will continue to do so in his new job. He speaks German and therefore can get much closer to the real German feeling than an ordinary American abroad.

He has made a lot of friends among the Germans because of his name and his ability to speak their language, plus the fact that he is a likeable person, and an inquiring interested one that might make a good reporter. He thinks right and works well.

I talked to him on the phone, and he would welcome the opportunity of getting any assignment that you give him, and I wish that you would give him two or three that would let him have a chance to produce, and see whether he has what it takes. There is no money or obligation involved in this unless you find the material usable and of value. It is a great opportunity for him and he so recognizes it. His address is -

Mr Richard A Schlegel
U. S. Feature Service ← Cabled 6/3
I. S. D. O. M. G. U. S.
APO 807, c/o Postmaster, N Y

See "S" file

Ward

to
Mr Edward R Murrow

WW:g

May 16, 1949

Dear Ward:

Today I received a cbale from Paris saying; "Operation Wheelock has been successfully completed". I assume this refers to Margot's financial deal.

As ever yours,

Mr. Ward Wheelock
Liberty-Lincoln Building
Philadelphia 7, Pennsylvania

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

10 May 1949

Dear Ed:

Regarding your appearance at the convention of the National Restaurant Association, Campbell have just received a wire from them as follows:

> "Time given in our letter April 28th was typographical error. Mr Murrow's talk definitely scheduled for 11:45 Friday morning, May 27th. Suggest he arrive our Board of Directors room not later than eleven o'clock. Letter confirming this wire follows. /s/ Frank J. Wiffler."

Ward will be back in the office before that time and plans to either go down with you or meet you there. At any rate he will be in touch with you before that date.

Best regards,

Art

AAB:EU

P.S. Your round-robin on the lifting of the blockade was outstanding.

AAB

Mr Edward R Murrow
News Room
Columbia Broadcasting System
New York City

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

26 April 1949

PHILADELPHIA

Mr Edward R Murrow
Columbia Broadcasting System
New York City

Dear Ed

Just for the record, regarding your appearance at the National Restaurant Convention at Atlantic City this is at 11:45 at Convention Hall on Friday May 27th.

I think it will be just as simple to come down to Philadelphia leaving New York at 8:30, arriving at North Philadelphia 9:57 Daylight Time. I will pick you up and drive you to Atlantic City, and drive you back to North Philadelphia so that you can catch the 3 o'clock Daylight train to New York, arriving there at 4:38.

The subject is World News in America today, and will you advise the Columbia Broadcasting System that the Restaurant Association will be delighted to have the CBS Publicity Man at Atlantic City work with and through their Public Relations Director, Ralph G Peterson. If they wish to do this, will you have the CBS representative contact Mr Peterson direct.

Mike

Yours truly

Ward

WW:g

May 6, 1949

Dear Ward:

I have made note of the arrangements for the Atlantic City job on May 27th and unless otherwise instructed, will arrive at North Philadelphia at 9:57 Daylight Time. I have given the necessary information to our Publicity Department as you suggested.

As ever yours,

Mr. Ward Wheelock
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

MEMO

Personal April 27, 1949

Ward Wheelock called today to report that four (4) letters had been received to complain about the public health broadcast of April 22nd; specifically about my references to the A.M.A. as a "doctors' trade union" and the quote from Kim Hubbard: "There's one advantage in being poor; the doctor will cure you faster".

I told him I would be glad to send him a copy of the script in question and that further discussion of the matter didn't seem to have any point.

Edward R. Murrow

C O P Y

WARD WHEELOCK COMPANY

April 8, 1949

Mr. Davidson Taylor
Columbia Broadcasting System

Dear Dave:

Thank you for your letter of the 6th.

We are delighted with Murrow's receipt of the 1948 Peabody Award, and there will be either three or four of us from Campbells and our Company who would be delighted to be BillGittinger's guests at this luncheon. We will advise him the exact number of names next week.

We agree thoroughly that this should be covered on his broadcast, and are making arrangements to do so.

Yours truly

(signed) Ward Wheelock

Personal February 9, 1949

Memo

Wheelock telephoned today to say that some "nut" had written four letter to McCowan at Campbell Soup complaining that I was a communist and had advocated the entrance into this country of the Dean of Canterbury; also that I had signed a petition to that effect. I informed him that Bailey had telephoned me about this some weeks ago, and that Bailey had a script (August 23, 1948) of the only time I referred to the Dean which was a straight-away report; also that I had signed no petitions; also that I was not invigorated by the whole business.

Edward R. Murrow

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

29 January 1949

Mr Edward R Murrow
CBS News Room
New York City

Dear Ed:

I am returning herewith the samples of the Duggan fan mail.

Client read them all and were most impressed, believe me!

Your flashback to past inaugurals was fascinating - I enjoyed it thoroughly.

I will give you a buzz after February 1st when you get back to New York.

Regards,

Art

AAB:EU

Script
8/23/48

January 26, 1949

Mr. Arthur A. Bailey
Ward Wheelock Company
Lincoln - Liberty Bldg.
Philadelphia 7, Pa.

Dear Art:

We have checked through the files, and the only reference to the "Red Dean" of Canterbury was in the enclosed script. As you can see, it is merely a "hard" news item, as reported by the Press Associations, and Ed did not use it for his opinion piece of that date. If there is anything further you'd like to have checked, please let me know.

Sincerely,

John Aaron

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

17 January 1949

PHILADELPHIA

Dear Ed

Here is a great review that will appear in the February Holiday, which is not yet out.

It is the best I have seen. Even beats New York Times, and for a monthly magazine of 800,000 to do this is rather remarkable.

Incidentally on the attached clipping from the New Yorker, it sounds as if they should have put on the record -

"Edward R Murrow - voice"

Yours truly

Ward

WW:g
enc

The Morning book is wonderful stuff. Shd be of lots of help to you.

LINCOLN-LIBERTY BUILDING, PHILADELPHIA 7 · 444 MADISON AVE., NEW YORK 22 · GUARANTY BUILDING, HOLLYWOOD 28

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

10 January 1949

Mr Edward R Murrow
485 Madison avenue
New York City

Dear Ed

Thanks for the Duggan mail. I have sent it to Campbell. And I think we can now bury the body, eh!

Best regards,

Art

AAB:EU

January 5, 1948

Mr. Arthur A. Bailey
Ward Wheelock Company
Lincoln - Liberty Bldg.
Philadelphia 7, Pa.

Dear Art:

Here is some mail on the Duggan story, together with copies of my answers. Maybe you would like to ask the people at Campbell's whether they would like to eat any of them.

Happy New Year!

As ever yours,

December 29, 1948

WARD WHEELOCK
GRADUATE HOSPITAL - ROOM 507
LOMBARD AND 19TH STREETS
PHILADELPHIA

COMMUNIQUE FROM ZOUSMER MURROW AARON TASK FORCE QUOTE THE HOLIDAY IS OVER COME ON OUT AND GO BACK TO WORK UNQUOTE REGARDS

ED MURROW

no wire

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

28 December 1948

Dear Ed

Regarding Washington January 6th, the President on the Pennsylvania Railroad ~~leaves at 8:00 A.~~ M., and arrives at Thirtieth Street Station at 10:29 AM.

I will be there to meet you, and I assume that you will contact Sir Willmott Lewis - coming on the same train. Enclosed is round trip ticket, and pullman reservation from Washington to Philadelphia.

I am writing Sir Willmott Lewis concurrently, sending him ticket and reservation.

From Thirtieth Street Station we will go to Lower Merion for their show at 11:30 and have you back for the PACKAGES FOR BRITAIN Luncheon at 12:30.

We would like about an eight minute talk from you, touching on the problems of living in Britain today - handle this from any angle that you wish, except that I hope somewhere in it you cover the austerity of living in Britain today, and what these packages mean to them - not only in terms of sheer joy on the table, but of friends across the sea - of the human element.

Yours truly

Ward

g

WW:g
Dictated but not
signed by WW
enc
P S Looking forward to this Floridian business, the airlines time tables will not be in effect until January 1st, so that we cannot set exact times, but we certainly will expect you for fishing on Saturday February 20th - which happens to be a distinguished day - my birthday!

Saturday - Feb 19

DECEMBER 27, 1948

MR. WARD WHEELOCK
ROOM 507
GRADUATE HOSPITAL
19th and LOMBARD STS.
PHILADELPHIA, PA.

HURRY AND GET OUT OF THERE. MY WIFE HAS WON ALL MY MONEY WITH YOUR GAMBLING DEVICES AND I MUST RECOUP. JOHNNY, JESSE, AND I SUGGEST THAT IF THE DOCTORS CAN'T FIND THE TROUBLE, WE'LL BE GLAD TO SEND SCHMERIN DOWN TO MAKE SOME TESTS. REGARDS,

ED MURROW

MEMO

December 22, 1948

Ward Wheelock telephoned to say that the Campbell Soup Company, specifically, Mr. McGowan, President of same, objected to my piece of last night re Laurence Duggan. There is to be a meeting between the client and the agency on Tuesday of next week to discuss the matter. The client, according to Wheelock, feels that I was "carrying a torch" and engaging in "personal defence and editoralizing". I informed Wheelock that the conditions for this broadcast were spelled out in the contract...that I did not propose to discuss with him or with the client my news judgment... that Columbia had raised no objection to the piece...that the general response, so far as I was aware, had been favorable and that he, Wheelock, would have to deal with the client in this matter...that if the client were sufficiently dissatisfied he could, I assume, fail to pick up the option.

E.R.M.

December 2, 1948

Dear Col. Wheelock:

I quite agree with you that Ed Murrow rates a concentrated effort on our part to get more space in important magazines. But we have been making that effort for some years; the last year or so we have worked hard on Lowell Thomas, too.

For instance, we have been pushing for all we are worth to interest TIME MAGAZINE in doing a cover story on Murrow. Until now, TIME's editors have felt the lack of a strong enough news peg. One may come up at any time. When one presents itself, TIME has an imposing file on Murrow contributed by us.

Currently, the agent of Eleanor Harris, who wrote the Lowell Thomas piece for READER'S DIGEST, has submitted an outline of an article on Ed to the SATURDAY EVENING POST. READER'S DIGEST would prefer to pick up such an article, rather than do an original one. They have told us that they are definitely interested in doing a piece on Murrow.

We have had space offered us for by-line pieces by Ed Murrow in both REDBOOK and McCALL'S. On both occasions Ed felt he was too busy to do. Knowing his strenuous schedule, I must respect his decision in these instances.

We have suggested articles on Murrow to COLLIER'S and other major magazines on numerous occasions. Up to now, they have been turned down for one reason or another. But we will continue to pursue every angle.

Incidentally, both in magazines, the daily press and the wire services, Ed is getting an unusually favorable and a large amount of space on his Columbia album, "I Can Hear It Now". Much of this is attributable to the work of our department.

With kindest personal regards,

Yours,

George Crandall

GC:emb
cc: Mr. Murrow

Col. Ward Wheelock
The Ward Wheelock Co.
Lincoln Liberty Bldg.
Philadelphia, Penna.

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
WICKERSHAM 2-2000

November 5, 1948

Dear Art:

As we discussed in our phone conversation this morning, we will appreciate your letting Ted Church and Ed Murrow know about the changes you propose for the content of your opening commercial as soon as your copywriters have it ready. I am going to be out of the city on a special job, but Mr. Church and Mr. Murrow will get in touch with me if there is any reason to do so, and I will call you if I have anything useful to observe.

I think it is all to the good that you plan a closer relation of the closing commercial to the character of the show, and am glad to hear that you do not plan any participation by Mr. Murrow in such linkage which does not meet with his approval.

Sincerely,

Davidson Taylor

Mr. Arthur A. Bailey
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

cc: Messrs. Stanton, Church, Murrow

D. T.
F 925-6/47

WARD WHEELOCK COMPANY

May 25, 1948

WARD WHEELOCK
President

Mr. Edward R. Murrow
485 Madison Avenue
New York City

Dear Ed:

This is just a confirming note --

1) The Campbell Soup Show, before 5000 employees, at Camden Convention Hall, with all of CLUB 15 and DOUBLE OR NOTHING will be on Tuesday June 22nd at 8 o'clock.

Walter O'Keefe will act as Master of Ceremonies.

I think it would be well for you to be the first to open up the show. Do it in any way that you like, and any time that you like, but it seemed to me that a short five or six minutes at about 8:05, and then you can get back to the Convention. I will arrange all transportation.

2) The National Retail Grocers Association Meeting will be in Atlantic City, and you are to speak Thursday June 24th at 11 AM. You will be the only speaker. They want approximately 1/2 hour. The subject is up to you.

This is the final day of the Convention, and a very important one. I will drive you down and bring you back.

Theywill probably want you to stay to lunch, and your acceptance of this can be dependent upon the state of the Political Convention at that time.

Thanks for taking on these jobs.

Yours truly

/s/ Ward

WARD WHEELOCK COMPANY

ADVERTISING

ARTHUR A. BAILEY
VICE PRESIDENT

PHILADELPHIA

7

5 March 1948

Mr Edward R Murrow
Columbia Broadcasting System
News Room
New York City

Dear Ed:

Attached is a memorandum clarifying the hiatus plans, which I thought you'd be interested in seeing.

Yours very truly

WARD WHEELOCK COMPANY

Art

AAB:EU

Vice President

WARD WHEELOCK COMPANY
Advertising

Memorandum re hiatus for Club 15 and Edward R. Murrow:

In the advertising meeting today, it was decided as a matter of convenience to the talent, to advise them now of our intention to take a hiatus of our 7:30 to 8:00 P.M. (CNYT) broadcasts for the 8-week period starting with the broadcast of June 7th and ending with the broadcast of July 30th, 1948.

It is our definite intention to take this hiatus and Club 15 and Edward R. Murrow talent can proceed with the making of whatever arrangements they wish for this June-July period (including the signing of definite commitments) without any obligation to perform under their contracts for us during this period.

While this is an expression of our definite intent to take the above outlined hiatus, it is not finally decided and therefore this is not official notice to Club 15 or Edward R. Murrow talent as provided in our various contracts regarding the taking of a hiatus. If, as is presently planned, the hiatus is taken -- official notice will be sent as covered in the various talent contracts. If we do not take the hiatus however, the Club 15 and Edward R Murrow talent will not be obligated to perform during this 8-week above described period.

WARD WHEELOCK COMPANY

5 March 1948

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

January 9, 1948

Dear Ward:

I hope this will do:

"Packages for Britain" seems to me to be the most neighborly, friendly undertaking that I have yet encountered in this whole area. It will bring cheer and comfort to the very people who are forgotten not only by the so-called relief organizations, but to a large extent by their own government as well. A letter from a friend in London today tells me that he gave a can of salmon to an elderly, retired civil servant who "takes in the Times everyday"; he wept for joy for it was the first salmon he had had in six years.

As ever yours,

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

E. R. M.
F. 1155

"PACKAGES FOR BRITAIN"

Operated by Packages for Britain Committee of the
Daughters of the British Empire of Pennsylvania

This is a report of the status of this project to date:-

1. Because of the need for supplemental food and clothing to most people in Great Britain -- and because of the great sympathy and desire of people in and around Philadelphia to help Great Britain because of family, friends, or sympathetic ties, -- it was decided that there shall be one central organization to which people in Philadelphia (and nearby Pennsylvania and New Jersey) can give money and clothes for packages to be sent to Great Britain.

2. At present there is no such organization and in order to send to families in Great Britain, individuals must do it. This involves purchasing the needed things, packing them, forms to be filled in, and generally a lot of work. In addition to this, there are thousands of people who will give but who have no one to send to.

   In Philadelphia there are organizations who send relief abroad (clothes and food) but the major part go to Europe proper with but a small proportion to Great Britain. The ones of size are:

   1. American Friends Service Committee
   2. World's Service League
   3. Care
   4. Red Cross

   There are a number of small earnest movements to help people abroad, but after thoroughly covering the field, it is our conclusion that there is now no way for a person in Philadelphia or vicinity to give to an organization that sends packages to Britain.

   Therefore, the Daughters of the British Empire (who have 9 long established Chapters in and around Philadelphia) decided that they would operate "Packages for Britain" -- to be completely run by the "Packages for Britain" Committee of the Daughters of the British Empire of Pennsylvania. Mrs Ward Wheelock is temporary Chairman of this committee - ratification of which will be made at the State meeting of the DBE of Pennsylvania on January 5, 1948 provided Mrs Wheelock regards the plan practical.

3. A brief outline of the plan is:

   1. Organize committee - half to be DBE members and half to be able Philadelphians (non DBE members)

   2. Solicit in latter January and February through DBE chapters, through schools, through churches and direct to public spirited, English-interested men. All donations are deductible for income tax purposes. This solicitation will be for money and for clothes with special emphasis on good clothes, for men, women and children of all ages -- but making it clear we do not wish cast-off worn-out clothing.

3. All of the other package services of any size are for shipment in bulk and for wholesale distribution. We do not wish that.

"Packages for Britain" will ship individual packages from here to an individual family. This will not in any sense be "charity". The families selected will be selected by allotment by responsible people in England who know well their local communities, who will give full information about the family and who will be responsible for the family's worthiness, the non-receipt of other packages. They will recheck the list regularly and report to us.

The selectors of the 600 families in England (not more than 10 families will be chosen by any selector) must fill out a card for each family that will give name, address, name of each member of the family or inhabitant of the home, with age, sex and size of each (for dress, clothes, shoes, shirt, etc.), a statement that they are getting no other parcels from outside England, and any additional notes as they care to give. Each card must be re-checked in England every six months or shipments will be stopped.

Every package will be addressed to an individual and be mailed as an -

Unsolicited Gift Package

To: Mr John Doe
161 Holey Mews
Portsmouth, England

From: "Packages for Britain"
Daughters of the British Empire of Penna. Inc
Lincoln-Liberty Building
Philadelphia, Pa., USA

Inside will be a personal card on a friendship basis telling of the plan and asking for acknowledgment and suggestions. Every effort will be made to keep it on a friendly (non-charitable) basis -- on the basis of "There but for the Grace of God, go I."

It has been decided that the type of family we wish to have selected will be as follows:

"Not the extremely poor nor the rich. But the intelligent, educated, thinking white-collar man with a family who more than any other has been caught between the fixed income and rising prices -- and particularly those with special problems."

It is our feeling that teachers, ministers and many other forms of "white collar worker" fit into this category -- worthy people of the same type as many of the people contributing (excepting the wealthy).

At the British end it is essential that these families be chosen extremely

carefully -- that friendship, nepotism, or casualness be eliminated from the selection.

After getting the selected families and complete data about them, it was decided that rather than scatter our packages, a real over-the-year supply of supplemental food and clothing shall be sent to each selected family. The tentative schedule for each family is as follows:

1. March - $10.00 food parcel
2. May - Clothing parcel for summer
3. July - $5.00 food parcel
4. August - Clothing parcel for winter
5. October- Candy parcel

In addition, we will offer to send as a start 100 complete layettes to be sent to 100 prospective mothers. The Allied Chapter of United Service under Miss Walbaum, which has done such yeoman service in making clothes for England and Holland during the war years, is concentrating entirely on Packages for Britain starting January 1st and can produce approximately 40 complete layettes a month.

The above schedule is tentative and depends on the amount of money raised. But in order to get underway, we have had all the organization expenses underwritten and we are ready to guarantee that it will start with the $10.00 food parcel in March for 600 families regardless of the money received -- i.e., a $6000.00 commitment plus overhead.

We estimate that we will need $35.00 per family for the short year of 1948 (our first package not going until March). By starting with 600 families, our minimum budget is therefore $21,000, but of course that is just a start and dependent upon contributions, the plan will expand to fit the cash and clothes available. Expansion will be to increase the families that are served. But we felt the need was so great that it was advisable to start with 600 initial families at once to take the project out of the conversational stage and get the first package delivered during the cold weather.

We plan to get these 600 immediate families this way:-

1. 500 families to be selected by rectors.

   Have each of the five Episcopalian Bishops of five of the following badly bombed places of Great Britain (London, Liverpool, Coventry, Plymouth, Portsmouth, Glasgow and Cardiff) select ten parishes in his diocese. Have the rectors in each of the 50 parishes selected pick nine families in his parish on the formula outlined above. The rector's family will make ten from each parish.

   The rector should know each family's condition and problem. Because of such a small allotment per parish, they will be selective -- choosing the ones with special hardship problems. The rectors will have a real continuing interest, will revise the list and give reports that will not be casual.

Our whole purpose is to keep this off a charity or wholesale basis and do it personally, individually, carefully, selectively -- and then increase the 600 families as much as subscriptions warrant.

2. 100 families - professors and fellows.

a) 40 families of professors and fellows at Oxford
(8 families each of five colleges)

b) 40 families of professors and fellows at Cambridge
(8 families each of five colleges)

c) 20 families of masters in public schools.
(5 families each from Eton, Rugby, Winchester, Charter House)

The families will be selected according to the formula by a professor at Oxford and one at Cambridge.

The Headmaster of the public schools will choose the families from their faculty. In sending their food parcels particular emphasis will be put on foods for tea when the boys get together with the house master - beverages, crackers, cheese spreads, ham, etc. But each family selected must have children of their own.

Bishop Hart, Bishop of the Episcopal Church in the Pennsylvania Diocese, is cooperating with the plan and is writing the five Bishops in England. The selection of the parishes and families will be undertaken shortly. We are working with a professor at Oxford regarding handling the selection of, and checking of the Oxford and Cambridge families.

We plan if this is all in order to start soliciting in January, and ship our first package in March.

Regarding the efficiency of the Philadelphia end:

1. All food will be bought wholesale. We have intimate knowledge of what is needed through present shipments of hundreds of parcels, and personal check with many families in England during the past four months.

2. Our clothes will be of two kinds:

a) Second Hand which will be cleaned, repaired, sorted, sized and individually selected for each family according to that family's card. We will not ship any clothes that would not be used by our own family.

b) New: Knitted or sewn by groups, several of which are already organized.

Bought wholesale when desirable. Towels, wash clothes, stockings, handkerchiefs will be bought from manufacturers.

We think "Packages for Britain" can do a good friendly job to the families served. But it is first essential to get funds and a steady supply of good clothes. This requires widespread knowledge of "Packages for Britain" and definite appeal for funds and clothes.

However, the basis of this appeal must conform to a quiet, non-spectacular policy:

We do not want to beg.

We do not want to paint England as down and out (she certainly is not)

We do not want to unduly stress want in England. Many countries are worse off than England. But our interests are with England and many others are also. Therefore, our appeal is simple.

Tell the clothing and food conditions in England as it applies to a family. Have the person talked to interpret it for himself and his family in terms of what he or they would buy with clothes and food coupons. And then explain why we want to share our good fortune to help meet England's problems in food and clothing at this time. We want to tell our plan - sell its simplicity, its economical operation.

We want to tell that the overhead is already subscribed for and therefore every dollar donated goes into efficiently selected and efficiently bought food and clothing. We want to tell of the care in selecting the families in England.

After a calm, undramatic statement of the facts and the organization's functions, it will be up to the man to decide whether it fits into his generosity or not.

We want to be sincere. Tell the story, but in no way to beg - to infer charity - to play England's plight as desperate.

A leaflet will be prepared along these lines which will be widely distributed and available to all. In it will be stressed the fact that if you like the plan and want to help England, remember the plan is only as good as the number of families we can help through supplementary food and clothes. And it costs $35.00 a family a year.

In extending this plan, it has been suggested that various groups here would be interested in helping their opposite numbers in England. For instance, the stockbrokers of Philadelphia to help selected families among stockbrokers and their employees in Great Britain by subscribing to 100 "Packages for Britain" families - cost $3500.

And there would be other groups. Of course, this is ideal. For the purpose of "Packages for Britain" is to make them as personal and friendly and widespread as possible.

However, a fundamental job is to first get started with our 600 initial families (which will require 3100 packages this year) - and then expand as fast as cash and clothes permit.

Copy for Ward Wheldon

Subject Campbells Soup token allotment from

Canada for 1948.

---

1. The basis for 1946 - 1947 token allotments was 20% of the dollar volume sold on the average in 1936 - 37 and 38. On this basis our allotment for shipment to Great Britain was but 15,600 cases for the two years (1946 and 1947). These were shipped from Canada and immediately sold in April 1947.

2. The above basis is, I understand still in force and will probably apply in 1948. We may and will make an application for our 1948 allotment in January 1948.

3. The determining factor, we are informed, is the desire to reduce dollar imports. On this point of policy we can not of course take issue.

4. But we do feel that the arbitary application of this general rule to our Campbell Soup business imposes a hardship that merits special consideration and increased allotment for the following reasons:-

(a) Campbell Soup business before the war was building rapidly in Great Britain as follows:-

1936 - 48,000 cases (approx.)

1937 - 100,000 " "

1938 - 200,000 " "

1939 - 350,000 " "

It is obvious that this was a sound and legitimate growth. The outstanding nutritional value, good taste, and econo my of Campbells Soups have held equally well in Canada and wherever introduced. If war had not intervened, our plans called for sales of well over a million cases by now in Great Britain - a very conservative estimate based on our Canadian development.

(b) It is our contention that the intent of the"20% token shipment" decision was to permit 20% of the normal pre-war market. It is evident that our normal pre-war market was in 1939 sales - and we contend that should be our base for 1948 allotments.

For firms who were established over ten years their normal could be easily determined. Because of our young business in Great Britain and its spectacular growth based on food value and economy which was greatly appreciated pre-war, but more so now, it is obvious that even our 1939 sales would not indicate a normal demand for Campbells Soup today if no war had intervened and all

goods were on a free selling competitive basis.

(c) Our soups have great food value. They are condensed for economy. Their packing was encouraged in Canade and the United States during the war, in spite of the shortage, because of their nutrition, taste and value. In Great Britain their price this year was 10½d per tin of 10½ ozs. of condensed soup - which through the recipe addition of an equal amount of water - makes 21 ounces of rich, full-bodied soup on the table. Our shipment would consist primarily of:-

Chicken with Rice Soup.

Vegetable Soup with beef broth.

Cream of Mushroom Soup.

all these give great value and nourishment.

(d) In setting up pre-war basis years for allotment purposes, both Canada and the United States considered cases such as this as "hardship cases" and made a special revue of circumstance and made fair allotments based on these facts.

I would appreciate it if you could ascertain Britain's position on the subject, what procedure we should follow - and through what channels we should present our case.

Summarized Question.

Since Campbells Soups were growing so rapidly in the base years of 1936 - 7 - 8 (as covered above) and since it is obvious that 20% of the average of those years is no indication of the true normal pre-war business of Campbells Soups .....

We wish to know ..... the time, the procedure, the department, and the person in applying for a fair 1948 token allotment of Campbells Soups for the Campbell Soup Co. Ltd., New Toronto, Canada.

WARD WHEELOCK.
for the CAMPBELL SOUP CO. LTD.
with office and plant at New
Toronto, Canada.

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

31 December 1947

Mr Edward R Murrow
CBS News Room
485 Madison Avenue
New York City

Dear Ed

Thank you for the letter from Lord Strachey's Secretary and while it is negative, it is at least definite.

We appreciate your efforts on our problem.

Yours truly

WARD WHEELOCK COMPANY

President

WW:g

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

December 2, 1947

Mr Edward R Murrow
News Room
Columbia Broadcasting System
New York City

Dear Ed;

Client has been ~~requested, and has agreed~~, to do a brief appeal on behalf of the United Church Canvass on your program and on the Double or Nothing program.

Walter O'Keefe has already done an announcement on Double or Nothing on November 24th, copy of which is attached. It is suggested that you do it in your "Word For Today" spot on Friday of this week, this being the final week of the canvass. I have held up writing you regarding this pending your return from Europe.

A couple of points regarding the handling of the announcement: We want it brief; and we want the appeal or suggestion in it confined to the idea of "going to church", and avoiding any appeal for financial support or contributions. You will notice that in the O'Keefe announcement we said "this weekend" go to church, rather than "this Sunday", so that we did not exclude those who attend religious services on Saturday.

I am also enclosing the information sheets provided by the United Church Canvass.

You will know best how you want to handle this, utilizing a quotation on church-going, or in some other way, and we are leaving that to you. I would, however, like to have word from you confirming that you will do the announcement on Friday, December 5th, so that ~~I can advise client and the United Church people.~~

Yours sincerely,

WARD WHEELOCK COMPANY

Bob Brown

Vice President

RYB:jw
Enc

Campbell Soup Company

DOUBLE OR NOTHING Monday ~~Friday~~, November 24 ~~21~~, 1947

UNITED CHURCH CANVASS

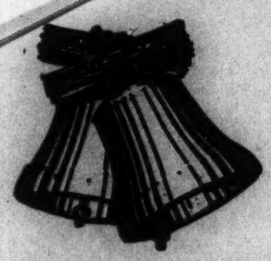
(BEGINNING OF SECOND HALF, DIRECTLY AFTER O'KEEFE INTRODUCTION)

O'KEEFE In times like these, times of doubt and uncertainty, your Church offers you the hope and comfort everyone so urgently needs. So why not plan to take the whole family to your neighborhood church during the coming week-end?

E N D

COPY APPROVED 11/10/47

Church Bells



RINGING

EARLE B. PLEASANT
National Director

United Church Canvass

297 Fourth Avenue • New York 10, N. Y.

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Dr. Luther A. Weigle
Dr. W. Bruce Wilson

October 31, 1947

Campbell Soup Co.
Camden
New Jersey

Dear Sirs:

In the interest of a united impact of religion upon the nation from an interfaith point of view at this crucial time, the United Church Canvass, representing nineteen major Christian and Jewish bodies, would greatly appreciate support on your radio programs during the period starting Sunday, November 16 and ending on Sunday, December 7th.

This will be the sixth year in which a wide religious emphasis will be made for the purpose of stimulating people to see the importance of our religious institutions, to encourage regular attendance at divine services and to stress the importance of generous support. Hundreds of communities across the nation, both large and small are cooperating in this significant campaign, and these and other communities will be conducting financial drives for local church budgets for the coming year.

We are enclosing a source material and Spot Announcement Sheet for your use. More or other information which you desire we will be most happy to supply you.

Through radio support of all our churches -- Protestant, Roman Catholic and Jewish -- you will help strengthen America's religious life.

Very cordially yours,

Earle B. Pleasant

Earle B. Pleasant
National Director

CAMPBELL SOUP CO.
NOV 1 1947
RECEIVED
ADVERTISING DEPT.

COOPERATING RELIGIOUS BODIES

Northern Baptist Convention • Protestant Episcopal Church • Federal Council of Churches • Church World Service • Church of the Brethren Congregational Christian • Disciples of Christ • Evangelical and Reformed • Evangelical Lutheran Augustana Synod of North America • Reformed Church in America • Evangelical United Brethren • Methodist Church • Presbyterian USA • American Unitarian Association • United Presbyterian Synagogue Council of America • Moravian Church • African Methodist Episcopal Church • National Lutheran Council • Southern Baptist

SPOT ANNOUNCEMENTS . . . . RADIO

One Minute Announcement

One-half Minute Announcement

15 Second Announcements

United Church Canvass -- Interdenominational
Fall, 1947 Interfaith

(Note: These radio announcements are for use in the national United Church Canvass, November 16 to December 7, sponsored by 19 national religious bodies. These announcements are suggestions. Radio sponsors may alter the material to suit their own needs. Background material may be obtained from United Church Canvass, 297 Fourth Avenue, New York 10, N. Y.

ONE MINUTE ANNOUNCEMENT

Announcer:

Friends, there are over 200,000 churches and synagogues in America. To all of them, millions of people are turning -- people who need encouragement, comfort and faith as they have never needed it before. The churches and synagogues are rising with nobility and fervor to meet the increased demands upon them, assuming new burdens, new activities to give help to all who ask it. But they cannot continue this great, this fundamental service unless we all give them help. That is why, this fall local churches and synagogues are joining hands with each other and with churches of many denominations throughout America in a common appeal for increased support. They have set aside the weeks between November 16 and December 7 as a special period for prayer, divine worship and contributions. Friends, respond to their appeal in order that they may continue to nourish the things of the spirit in all who come to them.

Ho.

HALF MINUTE ANNOUNCEMENT

Announcer:

The great men of this nation have always trusted in God for guidance, and they have not trusted in vain. Your faith in God and your church can help you today. Go to church regularly. Support it generously. Go forward with faith.

15 SECOND ANNOUNCEMENTS

Announcer:

If civilization is to survive, we must reaffirm our religious faith. It is up to each of us. Do your part by supporting and attending your church or synagogue.

Announcer:

During the United Church Canvass, November 16 to December 7, reaffirm your allegiance to the faith that is the foundation of true happiness. Worship regularly -- give to your church or synagogue liberally.

BACKGROUND MATERIAL

A time of emphasis upon the values of religion -- upon the need to develop a strong faith in God -- a public recognition of the importance of our churches and synagogues -- these will be parts of the observance this Fall of United Church Canvass, November 17 - December 7. This event, through which the attention of the nation will be directed toward religion, is sponsored by all faiths.

The United Church Canvass has been set up by leaders of various religious bodies as an instrument through which the importance of religion in America, and the needs of the nation's 200,000 churches and synagogues, could be brought to the attention of all... it is not denominational and is interested in promoting the work of all the churches. (Heading the sponsors' committee is Charles E. Wilson, president of the General Electric Company.)

The United Church Canvass does not itself raise funds. It is financed by national offices of various denominations and faiths. It urges upon local communities joint promotional efforts to assist individual churches to meet their financial needs... Prominent laymen head the local committees. The by-products of the emphasis - brotherhood, tolerance, co-operation - are as valuable as the canvass itself.

For further information write: United Church Canvass
297 Fourth Avenue
New York 10, N. Y.

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
WICKERSHAM 2-2000

CC: Messrs. Paley, Stanton,
Murrow, Church

November 25, 1947

Mr. Ward Wheelock
Ward Wheelock Co.
Lincoln-Liberty Bldg.
Philadelphia 7, Pa.

Dear Ward:

As you will remember, we had a telephone conversation on the day of the first Ed Murrow broadcast for Franco-American Spaghetti, in which I conveyed our strong feeling that the singing commercial for Franco-American should precede the mention of Edward R. Murrow and the news. You disagreed, and on the first broadcast we compromised on the following formula: the announcer in California said "Keep tuned for Edward R. Murrow with the news, who comes to you in just a moment"; the Franco-American singing commercial followed immediately; then came three seconds of high frequency code; Ernest Chappell then said "Franco-American Spaghetti, the spaghetti with the extra good sauce, brings you Edward R. Murrow with the news"; then the first commercial was read by Chappell.

You stated on that day, September 29, that you adopted this procedure under protest, and I replied that the procedure was unsatisfactory to us, but that pending further discussion, we would permit it. You adhered to this procedure through Friday, October 3.

But on Monday, October 6, the procedure was changed. Here was the new routine: the announcer introduced Murrow as follows: "Franco-American Spaghetti, the spaghetti with the extra good sauce, brings you Edward R. Murrow with the news." This was followed immediately by the Franco-American jingle; then came the three seconds of high frequency code and Ernest Chappell saying "Franco-American Spaghetti, the spaghetti with the extra good sauce, brings you Edward R. Murrow with the news." The spoken commercial ensued. This is still the format.

D. T.
F 925-6/47

The effect of the present procedure is to make the singing commercial an integral part of Edward R. Murrow's news show.

We firmly believe this integration should be eliminated. Mr. Paley and I would like to talk this over with you at your earliest opportunity after your return from abroad.

Sincerely,

Davidson Taylor

D. T.
F. 926

11/25/47

WARD WHEELOCK
LINCOLN-LIBERTY BUILDING
PHILADELPHIA

MERCH ABANDONING PLANS TO GO TO PARIS BECAUSE OF PROBABILITY INTERRUPTION TELEPHONE AND TELEGRAPH SERVICES THERE. REGARDS.

CHURCH

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

4 November 1947

Mr Edward R Murrow
News Room
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr Murrow

In accordance with Mr Wheelock's instructions, I have today sent to Pan American Airways (Miss Edna Baxter) payment for passage for you, Mrs Murrow, and Mr Wheelock.

The tickets for your passage will be delivered to you at the above address.

Enclosed is statement of cost.

Yours truly

Grace B Gunsser

Secretary to Ward Wheelock

g
enc

.. Murrow 4 November 1947

WARD WHEELOCK COMPANY
ADVERTISING
PHILADELPHIA 7

LINCOLN-LIBERTY BUILDING
BROAD AND CHESTNUT STREETS

	Two round trips @ $586.70 - New York to London and return via American Air Lines	1,173	40
	Payable November 6-1947		

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

October 15, 1947

Personal

Dear Ward:

Delighted to comment on the attached. Schoenbrun is CBS' correspondent in Paris. I hired him more than two years ago on a trial basis and I have watched his work carefully. It would be superfluous to point out that a good foreign correspondent doesn't need to know any of the details or intricacies of commercial radio. It is the opinion of the boys here in the News Room that Schoenbrun is a reliable and balanced correspondent with varied and useful contacts in France. He has an idiomatic command of the language, and I know of no single case in the last year and a half where his stories have failed to stand up and be substantiated. After all, people do learn and develop in the course of a couple of years. I shall continue to use Schoenbrun when I think it advisable.

As ever yours,

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

E. R. M.
F. 1155

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

October 9, 1947

Dear Mr. Wheelock:

As per your telephone conversation with Mr. Murrow this afternoon please find enclosed all the fan mail that we have received to date. You will notice that I have it separated into three batches: the first is just plain fan mail; the second, requests for scripts and photographs; and the third, suggested quotations to be used as the Word for Today. None of it has been answered.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pennsylvania

COPY

E. R. M.
F. 1155

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

October 8 1947

Mr Edward R Murrow
News Room
Columbia Broadcasting System
New York City

Dear Ed:

Regarding the suggested lead-in noted on your commercial for Friday night, if there is a valid news item pertaining to the food conservation program you may want to use a reference to it to lead into this commercial. However, if no such item is available lead into the commercial as you see fit.

I suggest you disregard the parenthetical note suggesting the content of your lead-in, and particularly we do not want you to make any reference to hungry people, starvation or anything of that sort.

Yours very truly

WARD WHEELOCK COMPANY

Robert Y Brown

Vice President

RYB:jw

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

September 30, 1947

Dear Ward:

Howard Smith cables me that he has reservations for you at the Savoy--November 7th to the 17th--but regrets that all first class hotels are booked up for the wedding week. The best he can do for November 17th to the 22nd is the Grosvenor or a CBS flat in Hallam Street. I think you would find the flat reasonably well heated, but you would probably have to go out for meals. Perhaps you would let me know what instructions you want me to give Smith.

As ever yours,

Mr. Ward Wheelock
Ward Wheelock Company
Liberty-Lincoln Building
Philadelphia, Pennsylvania

E. R. M.
F. 1155

1290/SPH473

CBS11/RC/GBK LONDON 56 25 1701

RECEIVED
1947 SEP 25 PM 8:41
C.B.S. TRAFFIC DEPT. N.Y.

LC EDWARD MURROW COLOMBIA NEWYORK

CHARIDGES RESERVING ACCOMODATION RPOJANET NOVEMBER SEVENTH ETPRO YOU BOTH NOVEMBER 14TH THROUGH 22ND PARAGRAPH HAVE SECURED ACCOMODATION PROWHEELOCKS SAVOY NOVEMBER 7TH TO 17TH BUT REGRET ALL FIRST CLASS HOTELS UP BOOKED PROWEDDING WEEK ETBEST CAN DO PRONOVEMBER 17TO 22ND IS GROSVENOR HOTEL VICTORIA OR COLOMBIA FLAT

PLEASE ADVISE REGARDS

SMITH

CFM 14 22 7 17 17 22

Murrow

FORM
RCA COMMUNICATIONS, INC.
RCA COMMUNICATIONS, INC.

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

13 August 1947

Mr Edward R Murrow
Columbia Broadcasting System
New York City

Dear Ed

Interesting pamphlet herewith.

For consideration:-

Why don't we go to Ben Hibbs (Post)
Chenery (Colliers)
The Goulds (Ladies Home Journal)
Malcolm Muir (Newsweek)
Luce (Time)
and maybe a few more; and for personalities to broadcast and a scoop - a developed idea where it is big enough, we will give the source and five minutes of our show, wherever you think the set up is worthy.

The magazine would like it when their issue is going to break - and our broadcast would skim the idea - yet whet the appetite of those interested to buy the magazine "just out".

For instance, Admiral Halsey running the multi-part story in the Saturday Evening Post could have appeared when the first instalment broke, and give the gist of it for us - first.

There are, of course, a dozen a month that will be big.

Then too is there anything in taking Kiplinger or Whaley-Eaton once a month for five minutes. Say the first for Kiplinger and the 15th for Whaley-Eaton. I think so.

It seems to me that this can use the brains of others - getting their scoops - and paying off in credits that are not objectionable or unearned.

This opens a field of reciprocity that I think holds real gold.

Just want - and if you get back to town - or can come down - give me a call

Wally

WW:g
enc

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

4 August 1947

Mr Edward R Murrow
Columbia Broadcasting System
New York City

Dear Ed

Reservations for you, and Janet, are made on Pan American leaving New York Saturday November 15th at 3 PM (due London 10:30 AM Sunday). Return is booked (including Margot and myself) leaving London at 4 PM Saturday November 22nd (due New York 5:25 AM Sunday).

I will have your tickets delivered to you - pay for them here. The cost is $586.70 for each return fare.

I may possibly go over on the 7th.

Glad you need a script girl as well as a script boy - or can I be classified as a "Researcher"?

Wm

WW:g

August 1, 1947

Dear Art:

Thanks for the contracts. My colleagues are now having a look at them and we will get back to you as soon as possible.

As ever yours,

Mr. Arthur Bailey
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia, Pa.

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

31 July 1947

Mr Edward R Murrow
Columbia Broadcasting System
New York City

Dear Ed

Enclosed are the red-rafted contracts including the changes discussed with you. The contract has been approved by client and we will sign as soon as you and CBS have signed.

The contracts have been quite complicated, particularly with respect to putting them on the basis of one overall contract as desired by you and Columbia, and as against the separate contracts as covered in our original drafts. However, this has now been settled and is on the basis that you wish.

Yours very truly

WARD WHEELOCK COMPANY

Art.

Vice-President

AAB:EU

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

July 29, 1947

Dear Art:

Permit me to expand a little on our suggestion that you eliminate the "7:45 EDT" from the opening of THE NEWS TILL NOW.

1) It seems to us that it adds nothing to the show and contributes to a certain confusion and irritation in the mind of the listener outside the eastern time zone.

2) We have had several requests from stations asking that we eliminate the time reference.

3) During last year's meeting of our program managers from the whole network, the boys were unanimous in urging us to eliminate wherever possible time reference on both sustaining and commercial shows.

I do not think the final decision on this is going to change the course of human events very much but just wanted to let you have our thinking on the matter.

Sincerely yours,

Mr. Arthur A. Bailey
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia, Penn.

COPY

E. R. M.
F. 1155

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

Mr Fletcher
Mr Familiar -
I think we agree some more.
W.H.F.
Are how!

21 July 1947

Mr Wells Church
Columbia Broadcasting System
New York City

Dear Mr Church

I got your message and the suggestion for changing the opening of "The News Till now" to eliminate the"7:45 EDT".

While this does not apply to all the cities, we do not feel that it is confusing and, furthermore, in giving a transitional phrase it gets the listeners started to listen and by the time we get to our "Campbell Soups bring you" we've got the full attention of the people. We have therefore decided to leave it as is.

Yours very truly

WARD WHEELOCK COMPANY

Arthur A. Bailey
Vice-President

AAB:EU

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

14 July 1947

Mr Edward R Murrow Vice-President
Columbia Broadcasting System Inc
New York City

Dear Ed

Enclosed are the original and 4 copies of the contracts with Columbia and with you covering our news broadcasts -- 7:45 to 8:00 P.M. with repeat 12:45 to 1:00 A.M. current New York time starting September 29th.

These represent a re-typing of the copy of the contract delivered to you on Friday -- incorporating in them the written-in changes, riders, etc. These conform exactly to the contract which you have and I will appreciate your returning the one sent to you on Friday.

If you and Columbia will sign the attached contracts and return all copies to us, we will finally execute and return copies for your files.

Yours very truly

WARD WHEELOCK COMPANY

Art
Vice-President

AAB:d

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

July 14, 1947

Dear Ward:

Herewith a letter from Herbert Davis at Smith.

There doesn't seem to be anything more that I can do. Would you like Janet to try her hand with Mt. Holyoke?

I am sorry.

As ever yours,

COPY

Mr. Ward Wheelock
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia, Pa.

E. R. M.
F. 1155

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

2 July 1947

Mr Edward R Murrow
Columbia Broadcasting System
New York City

Dear Ed

I am enclosing, as you suggested, a copy of the transcript of Margot's record at Ethel Walker and at Wellesley. Mrs. Bruce Galbraith, Headmistress of Ethel Walker has, on her own initiative written Mrs Crawford who, I understand, is Dean of Admissions at Smith, her opinion of Margot.

For your information, herewith in brief, is the situation -

Margot Wheelock, age 18, 19 in March, who graduated from Ethel Walker School in June 1946 went to Wellesley last season. She did not make the grade scholastically, although she passed all subjects.

She is at Smith today making application for admission on any basis they will have her - as a freshman redoing the year if deemed advisable.

My personal opinion of Margot is this - Wellesley and freedom went to her head for three months; the girls she was with did not help the situation, and when she woke up in January that she was in a bad position, she could not overcome the self imposed handicap.

She has full appreciation of the advantages of college, the privilege in going to one of the famous ones, and what it takes to stay in.

I'm sure that she will give everything she has scholastically - and I believe that will be enough to do well.

In every respect other than just getting by in her lessons, Margot is outstanding - as will her Ethel Walker and Wellesley deans testify. And I am sure, with her new determination and appreciation she will do a good job if given a chance at Smith.

I will appreciate a letter from you based on your knowledge of her, confident she will not let you down.

Thanks

Ward

WW:g
Special Delivery
enc

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE
NEW YORK 22, N. Y.

July 3, 1947

Dear President Davis:

This is unorthodox but I have no fear of being misunderstood.

One Margot Wheelock has applied for admission to Smith. I am enclosing her academic record. You will notice that she had one term at Wellesley where she failed to make the grade. I know this young woman and have known her family for many years. It seems that Wellesley and freedom rather went to her head and she was unable to overcome the handicap imposed upon her by the first few months of neglect of academic work. In terms of personality, integrity and native good manners, I have found her one of the most attractive young American girls I have met since coming here.

I am fully aware that you have academic standards that must be met but I am also conscious that you are not a wholly orthodox educator. It is for that reason that I venture to send you this personal note. I assure you it is not my habit to recommend anyone who lacks the necessary academic qualifications. I do not know anyone, other than Miss Wheelock, for whom I would do it and I promise not to bother you with similar communications.

Finally, when are you and Mrs. Davis coming again to this city of steam, scurry and scamper? Remember that we are waiting to provide you with bed and breakfast.

As ever yours,

Professor Herbert Davis
Smith College
Northampton, Mass.

E. R. M.
F. 1155

WARD WHEELOCK COMPANY

INCORPORATED

ADVERTISING

NEW YORK

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
EQUITABLE BUILDING

11 July 1947

Answered by phone

Mr Edward R Murrow, Vice President
Columbia Broadcasting System
New York City

Dear Mr Murrow

Enclosed is a copy of the contract with the Columbia Broadcasting System and with you, covering our news broadcasts starting September 29th.

This has been approved by client and if you and CBS will sign it we will then sign and execute it and send a copy to you and to Columbia.

You will note that there are several revisions made in ink, and the contract is being retyped. The original and 4 copies of this contract as retyped, and conforming to the attached, will be sent to you on Monday.

We are delighted that this has worked out and that you will be on the air for Campbell's Soups this Fall.

Yours very truly

WARD WHEELOCK COMPANY

Art

Vice-President

AAB:EU

May 4, 1946

Dear Ellen:

I have been hoping for the past few weeks to sit down and send you a few comments on my native land, but I find it impossible to put together reliable impressions while surrounded with all this luxury and confusion. One trip to St. Louis and another to North Carolina haven't given me much feel of the country.

The real purpose of this is to send you much love from Janet, Casey and myself and to tell you that we are often longing for the sight of our friends in London. We are off next week for a three months junket around the country with no plans and no itinerary. Some time on the top of some mountain I shall sit down and try to summarize for you my impressions of my first few months at home.

I wonder if one of your able colleagues could and would do something which would, at the end of the day, have some effect on Anglo-American relations. A friend of mine, by name Ward Wheelock, has two altogether remarkable sons, Ian and Keith. For some years he has purposed that they should enter Eton in the autumn of 1948. They have been specifically planned for Eton by the Headmaster of Haverford School who is familiar with the English educational system, having studied there himself. He is watching the boys' curriculum with this in mind. Mr. Wheelock had personal conversations and written communication with Claude A. Elliott, Headmaster, and N. G. Wykes, Headmaster of Carter House.

I know the Wheelocks very well and I know of no two American boys more likely to take full advantage of the opportunities at Eton, and I think they are also equipped to contribute something. Anyway, I wanted to put my comment on this project in writing.

What progress in your plans to come over for the UN Assembly? We hope by then to have acquired a house and a huge red carpet with letters of gold reading "WELCOME TO ELLEN."

Please give my best salute to Herbert and anyone else who remembers me.

As ever yours,

Hon. Ellen Wilkinson, M. P.
Minister of Education
House of Commons
London, England

WARD WHEELOCK COMPANY

ADVERTISING

PHILADELPHIA 7

PHILADELPHIA
LINCOLN-LIBERTY BUILDING
NEW YORK
444 MADISON AVENUE
HOLLYWOOD
GUARANTY BUILDING

25 April 1946

Dear Ed

Regarding Ian and Keith's entry to Eton, enclosed are two letters I am sending today to Claude A Elliott, Headmaster, and N G Wykes, who is the Housemaster they will have at Carter House - if they are accepted.

Enclosed also is copy of a letter received from Elliott in September 1944 which is self-explanatory.

As this is but two years off, if they are not going to Eton, we should set them in another school - and also regretfully lay on the shelf the voyage via Margot to England in June '48.

So, I felt I should try to generate some action.

If you help the cause, as you suggested, that would be splendid. If this involves you, and on second thought you'd rather skip it - skip it.

Tell your wife that if we go, the Murrows can have a berth in June '48. Sonny Murrow the younger won't be in shape to pull a rope.

Yours truly

Mr Edward R. Murrow
209 E 48th Street
New York City

WW:g

WARD WHEELOCK COMPANY
Advertising

Mr C A Elliott Head Master
The Cloisters Eton College
Windsor England

Dear Mr Elliott

It has been four years since we talked, and two years since we last wrote regarding my sons, Ian and Keith, entering Eton in the Fall of 1948.

I have kept Mr Wykes informed of the boys' progress and have just written him again.

In your letters you said that the admission of the boys in '48 because of age could not be taken up before your Governing Board until after the War. I was wondering whether this is an appropriate time.

The boys have developed well. They have been specifically planned for Eton, and the Head Master of Haverford School, Leslie Severingham, who went to English schools from the age of 15 to 18, is watching their curriculum with this in mind.

The boys last Summer were eleven and twelve, and they were my only crew in a fifty foot schooner in which the whole family lived regularly, while I joined them weekends and sailed them to new ports. We sailed about 1500 miles along the coast, and the youngsters were splendid, and in a boat they had to know their job, to do it, to plan ahead, to accept responsibility, sailing, engine cooking and the thousand and one things to make things go - as well as cheerful living in close quarters. We had a bully time, and are going to repeat it in wider fields this year, since with the War over and many of my organization back at work, I can get a little time aboard.

If the boys come to Eton in the Fall of '48 we are planning to sail over in June '48.

So there are a number of reasons why we would like to make specific plans as soon as it is practical.

The need for better Anglo-American understanding is, in my opinion, more necessary than ever. There are so many on both sides of the water who "don't understand" and we will have some bad examples of provincial oratory in our Senate on the Loan Bill - just as some of your Parliamentary speeches do not read well here.

My wife had intended to go to England this Spring to see her family, but the State Department required special effort which she felt should not be used.

WARD WHEELOCK COMPANY
Advertising

to Mr C A Elliott - cont'd #2

Best regards to you - and I sincerely hope that Eton will be practical. Both Ian and Keith have the greatest eagerness to go - which retained over four years through various stages leads to interested students, good work, and a stronger building of that which has been so well built at Eton.

Yours truly

WW:g

WARD WHEELOCK COMPANY
Advertising

M. G. Wykes Esq
Carter House
Eton College
Windsor England

Dear Mr Wykes

It has been almost two years since our last exchange of letters, and I think a "progress report" is in order.

The boys are working along the lines set for Eton and the Head Master of Haverford School, Leslie Severinghaus, has this thoroughly in mind. Severinghaus went to school in England from age of fifteen to eighteen so he knows what is involved.

They are developing well - and I don't think this is too much parental prejudice. Last year I got out of the service, and got out the schooner, which had been laid up for three years. No captain was available - and I was tied very closely to the office, with so many in the service. But we tried it with just the family, and the boys were good crew so that they lived aboard all Summer. I joined them weekends, and sailed them to new ports each week. It takes a lot of work and system, and responsibility to run a fifty foot schooner through all kinds of storms and circumstances over four months. The youngsters proved they had really grown up during the War to a degree that was most gratifying.

I foulI found a rather delapidated Christmas card of last year, that shows our route, that might interest you.

Incidentally, if Eton can take the boys in Fall '48 it is our plan to sail over with them in June '48 in a sixty foot schooner (which is 80% bigger in tonnage than the one of last Summer) which we are cruising in this Summer.

Outside of boats and school work, the youngsters are developing outside interests and seeing things through, - one ran a newspaper, the other built a subscription agency, and built a real organization of youngsters to run it. One is a real chess player, and they both are quite nimble and informed in our family Current Event hours, which we have each Sunday - where all sorts of subjects are brought up and discussed from all angles.

I would be interested in hearing the developments from your end regarding Ian and Keith - for not only their school plans but the family's future plans are getting tied in with that. And when you say we're due to sail to England two years from now, it is not too distant and a trip of that kind takes considerable planning - in time, equipment, in crew, and in abilities.

WARD WHEELOCK COMPANY
Advertising

to N. G. Wykes Esq - cont'd #2

Mr Elliott said that there would be no action on our boys until "after the War". So I am dropping him a note, asking if this is the proper time to take it up.

Regards

P. S. If there is anything more specific you want about the boys - their schooling or any other phase, please let me know.

WW:g

Wheelock, Ward

NOTE FOR WARD W.

There are a few additional awards..including one from Syracuse school of Journalism...will have this dope telephoned to your office today...

If you want additional blurb material..three honorary LLd degrees in last two years..Univ.of North Carolina... Washington State..and Muhlenburg College...

ABOUT THE COMPLETENESS OF THE SHOW...AND THE .."NO ONE MAN EFFORT"...would something like this do any good?.....

When Murrow undertook this series of broadcasts he insisted that he be able tp reach out..by cable and telephone...both at home and abroad.. for supplementary information direct from the source....(One day last week three telephone calls to Berlin resulted in only two sentences of fresh copy de on the air...but the sentences were from the source.).It is the purpose of this programme to take you as near to the source as possible...and it is the purpose of the broadcaster to do what is humanly possible to draw a clear line between ascertainable fact and rumour ....,

This is a radio news program serviced by the normal newsgathering sources..plus direct representaion in twenty capitols of the world.. backed by a competent research organisation in NY

Wheelock, Ward

SUGGESTED COPY ON PRESIDENTIAL CANDIDATES,,,

Every presidential candidate has been invited to appear on one of Murrows broadcasts during the last week of May and the first week of June..

Each candidate who accepts will be interviewed by Murrow...and Murrows questions will reflect the questions that are in the minds of his listners...candidates will be asked what they would do about specific concrete ~~questions~~ issues in the days news...

Among those who ~~have~~ already have accepted Murrows invitation are Senator Robert Taft,Harold E Stassen, Henry Wallace and Governor Earl Warren..

The complete list of candidates interviews and exact dates will be announced on Murrows broadcasts and the press in the near future..

Wheelock, Ward

Distribution of tear sheets or proofs.....

News room of all CBS stations...

To all senatorsand congressmen..with note from Stanton or Gammons?

Twenty copies to CBS correspondents LONDON,PARIS..ROME..BERLIN ..TOKIO.

(I will tell them what distribution should be made)

Would CBS pick a few hundred names out of their"thought leaders list" and send them tear sheets?

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Peter:

Here are the lists of SEE IT NOW, PERSON TO PERSON, SMALL WORLD, and CBS REPORTS.

Although the lists don't show it, Collingwood took over for Ed on PERSON TO PERSON in 1959 when Murrow was on Sabatical leave. Ed continued to do SMALL WORLD because he could originate it in Europe and Asia. His last film was "Harvest of Shame" even though two others were later in release.

Let's talk more when you get down here.

Good luck,

Palmer Williams
Senior Producer
60 MINUTES

Mr. Peter Shaplen
22 Fairmount Street
Medford, Mass. 02155

November 15, 1973

Revised: 3/2/64

"PERSON TO PERSON" GUEST LIST

(alphabetized)

ADAMS, Cedric	6/8/56
ADAMS, Edith (w/Ernie Kovacks)	6/24/55
ADAMS, Joey	10/25/57
ADAMS, Sherman	3/30/56
ADLER, Felix	3/29/57
ADRIAN, Gilbert (w/Janet Gaynor)	10/8/54
ALBERGHETTI, Anna Maria	4/4/58
ALBERT, Eddie	9/2/60
ALEXANDER, Rod (w/Bambi Linn)	6/22/56
ALI, Prime Minister Mohammed	10/15/54
ALLEN, Mel	4/19/57
ALLEN, Steve	2/18/55
ALLYSON, June (w/Dick Powell)	9/2/55
ALPHAND, Ambassador Herve	1/11/57
ALSOP, Stewart	3/8/57
AMECHE, Don	12/21/56
AMORY, Cleveland	4/17/59
ANDERSON, Marian	10/29/54
ANDERSON, Comdr. Wm.	9/26/58
ANDREWS, Dana	5/6/60
ANDREWS, T. Coleman	3/11/55
ANTOINE	9/8/61
ARCARO, Eddie	6/6/58
ARMOUR, Tommy	5/8/59
ARQUETTE, Cliff	3/18/60 R.9/16/60
ASTAIRE, Fred	6/7/57
ASTOR, Mary	11/10/60
ATKINSON, Ted	4/12/57
AUMONT, Jean Pierre (w/Marisa Pavan)	12/25/59
AUTRY, Gene	7/8/60
AVALON, Frankie	5/6/60

BACALL, Lauren (w/Humphrey Bogart)	9/3/54
BACHARACH, Bert	10/14/55
BACKUS, Jim	9/1/61
BAILLIE, Hugh	6/26/59
BAIRD, Bil & Cora	11/13/53
BAKER, Carroll	3/28/58
BALDWIN, Faith	5/24/57
BALMAIN, Pierre	1/8/60
BANCROFT, Anne	3/11/60 R.6/10/60
BANKHEAD, Tallulah	11/20/53
BARBER, Red	1/17/58
BORGUIBA, Habib, Jr.	2/19/60
BARRYMORE, Ethel	5/6/55
BAY, Mrs. Charles Ulrick	1/24/58
BEECHAM, Sir Thomas	4/8/55
BELLAMY, Ralph	5/11/56
BEMELMANS, Ludwig	12/7/56
BENNETT, Constance	4/19/57
BENSON, Ezra Taft	9/24/54
BENTON, Thomas Hart	4/10/59
BERG, Gertrude	6/4/54
BERLE, Milton	4/3/59
BERLITZ, Charles	6/27/58
BERMAN, Shelley	11/17/60 R. 8/25/61
BERNSTEIN, Leonard (w/Felicia Montelagre)	9/23/55
BERRA, Yogi	4/22/55
BISHOP, Joey	12/1/60
BLACKSTONE, Harry	10/19/56
BLAIK, Earl (Red)	10/9/53
BLAINE, Vivian	6/27/58
BLAIR, Janet	6/25/54
BLANDING, Sara Gibson	3/13/59
BLOCK, Herbert	6/21/57
BLONDELL, Joan	4/10/59
BLOOM, Claire	2/12/59
BOGART, Humphrey (w/Lauren Bacall)	9/3/54

BORGE, Victor	12/24/54
BOSWELL, Connee	7/1/55
BOURKE-WHITE, Margaret	9/2/55
BRANDO, Marlon	4/1/55
BRENNAN, Terry	10/28/55
BROWN, John Mason	1/21/55
BUCHOLZ, Horst	6/30/61
BUCHWALD, Art	2/12/60 R.8/26/60
BUCK, Pearl	3/16/56
BUNCHE, Dr. Ralph	1/15/54
BURNETT, Carol	6/30/61
BURPEE, David	2/15/57
BURR, Raymond	10/20/60
BURROWS, Abe	12/9/55
BURTON, Justice Harold M.	11/7/58
BUSH, Vannevar	4/27/56
BUTTONS, Red	3/18/55
BYRD, Admiral Richard	3/23/56
BYRNES, Governor James	3/20/59
CAESAR, Sid	10/1/54
CAFRITZ, Mr. & Mrs. Morris	9/30/55
CALLAS, Maria	1/24/58
CALLOWAY, Cab	3/2/56
CAMPANELLA, Roy	10/2/53 1/2/59
CANIFF, Milton	2/17/56
CANNON, Jimmy	3/27/59
CANTOR, Eddie	10/5/56
CAPP, Al	11/27/59
CARMINES, Frank (Macy's)	12/25/53
CARON, Leslie	12/11/59
CARSON, Mindy	5/28/54
CARTER, Jack	5/23/58
CASSAVETES, John (w/Gena Rowlands)	1/17/58
CASTRO, Fidel	2/6/59
CERF, Bennett	4/4/58

CHAGLA, Ambassador M.A.C.	6/19/59
CHAMPION, Marge & Gower	11/6/59
CHANNING, Carol	1/13/56
CHAPMAN, Ceil	3/30/56
CHARISSE, Cyd (w/Tony Martin)	6/1/56
CHARLES, Ezzard (w/Rocky Marciano & Jersey Joe Walcott)	6/11/54
CHASE, Barrie	4/15/60
CHASE, Ilka	11/20/59
CHEVALIER, Maurice	5/2/58 1/1/60
CHRISTENBERRY, Robert	9/10/54
CHRISTIAN, Linda	12/1/60
CLARK, Dick	4/25/58
CLARK, Wilbur	5/17/57
CLIBURN, Van	5/30/58
CLOONEY, Rosemary (w/Jose Ferrer)	3/11/55
COCA, Imogene	3/26/54
COCHRAN, Jacqueline (w/Floyd Odlum)	5/21/54
COLBY, Anita	1/31/58
COLE, Nat King	11/1/57
COLLINGWOOD, Charles	5/6/55
COLLINS, Dorothy (w/Raymond Scott)	9/16/55
COLLINS, Joan	7/28/61
CONANT, Dr. James B.	4/25/58
CONNORS, Chuck	7/14/61
CONOVER, Harry	4/20/56
CONSIDINE, Bob	9/21/56
COREY, Jill	10/11/57
CORUM, Bill	4/30/54
COWARD, Noel	4/27/56
COWLES, Fleur	3/19/54
COX, Wally	5/14/54
CRONYN, Hume (w/Jessica Tandy)	1/10/58
CROSBY, Bing	12/3/54
CROSBY Brothers	6/23/61
CROUSE, Russell	11/14/58
CUGAT, Xavier	3/1/57

CULLEN, Bill 1/18/57

CUMMINGS, Bob 12/13/57

CURLEY, James Michael 5/3/57

CURTIS, Tony 11/12/54
(w/Janet Leigh)

CUSHING, Archbishop Richard J. 4/16/54

DACHE, Lily 4/16/54

DAGMAR 1/30/59
(Danny Dayton)

DAHL, Arlene 12/6/57
(w/Fernando Lamas)

DALI, Salvador 12/31/54

DALY, John 12/24/54

DANIEL, M. Sgt. Wm. E. 5/29/59

DARCEL, Denise 10/22/54

DAVISON, Gen. Harrison H. 2/22/57

DAVIS, Bette 9/21/56
(w/Gary Merrill)

DAVIS, Meyer 1/16/59

DAVIS, Sammy Jr. 11/4/55

DAWKINS, Cadet Peter 5/1/59

DAY, Laraine 12/6/57
(w/Leo Durocher)

DEAN, Gen. William F. 10/30/53

DE HAVILLAND, Olivia 5/30/58
1/8/60
R.8/26/60

DE MARCO, Paddy 4/2/54

DE MILLE, Agnes 11/14/58

DE SEVERSKY, Maj. Alexander P. 11/8/57

D'ESSENS 12/26/58
(Animals)

DE TOULOUSE-LAUTREC, Countess and Adm. Guy 2/5/60

DE WILDE, Brandon 1/29/54

DIOR, Christian 11/4/55

DOLLY, Rosie 10/24/58

DOOLITTLE, Gen. Jimmy 2/25/55

DORS, Diana 11/17/60

DOUGLAS, Jack 8/19/60

DOUGLAS, Kirk 10/13/60
2/1/57

DOUGLAS, Melvyn 7/29/60

DOUGLAS, Paul 1/25/57
(w/Jan Sterling)

DOUGLAS, Justice Wm. O.	11/5/54
DRAPER, Dorothy	5/17/57
DuMONT, Allen B.	6/17/55
DUNCAN, David	2/28/58
DuPONT, Pierre S.	12/9/55
DUROCHER, Leo (w/Laraine Day)	12/6/57
EBAN, Ambassador Abba	9/20/57
EATON, Cyrus	12/14/56
EDEN, Sir Anthony	1/15/60
EDWARDS, Ralph	11/2/56
EKBERG, Anita (w/Anthony Steel)	12/7/56
ELLINGTON, Duke	3/15/57
ELMAN, Mischa	12/27/57
ERNST, Morris	1/5/56
EVANS, Bob	6/20/58
EVANS, Maurice	1/26/54
FABIAN	5/6/60
FABRAY, Nanette	1/27/56
FADIMAN, Clifton	11/30/56
FAIRBANKS, Douglas Jr.	4/11/58
FARRELL, Eileen	11/27/59
FELLER, Bob	2/24/56
FERRER, Jose (w/Rosemary Clooney)	3/11/55
FISHER, Eddie	1/15/54
" w/Debbie Reynolds	2/10/56
FITZGERALD, Ella	6/3/60
FITZSIMMONS, Sonny Jim	5/18/56
FLEESON, Doris	5/23/58
FLEMING, Rhonda	9/20/57
FOGARTY, Anne	6/14/57
FONDA, Jane	11/10/60 R. 8/11/61
FORD, Frederick W.	7/22/60
FORD, Tennessee Ernie	3/1/57
FRANCIS, Arlene	3/25/55
FRANCIS, Connie	8/4/61
FULLER, A. C.	11/28/58
FURNESS, Betty	5/13/55
GABOR, Eva	12/4/53

GABOR, Zsa Zsa 6/5/59

GALBRAITH, John ~~Kenneth~~ W. 6/10/55

GALLUP, Dr. George 4/13/56

GAM, Rita 3/9/56

GARDNER, Erle Stanley 11/6/59

GARROWAY, Dave 10/12/56

GASSMAN, Vittorio 3/11/60
R.9/9/60

GAYNOR, Janet 10/8/54
(w/Gilbert Adrian)

GENEVIEVE 1/23/59

GIBBS, Georgia 6/13/58

GIBSON, Althea 4/3/59

GIFFORD, Chloe 2/20/59

GILLESPIE, "Dizzy" 6/29/56

GIMBEL, Adam & Sophie 4/22/55

GINGOLD, Hermione 4/13/56

GISH, Lillian 11/19/54

GODFREY, Arthur 10/23/53

GOHEEN, Pres. Robert F. 10/10/58

GOLDBERG, Rube 3/6/59

GOLDEN, Harry 2/12/59

GOLDWYN, Sam 2/19/54

GOODMAN, Benny 11/5/54

GORDON, Ruth 6/19/59
(Garson Kanin)

GOREN, Charles 10/25/57

GORME, Eydie 12/28/56
" w/Steve Lawrence 10/3/58

GOULD, Chester 3/22/57

GRAHAM, Billy 4/6/56

GRANGER, Stewart 10/7/55
(w/Jean Simmons)

GRANVILLE, Bonita (Wrather) 2/27/59

GRAY, Dolores 9/27/57

GRAZIANO, Rocky 4/29/55

GRECO, Juliette 1/23/59

GREEN, Martyn 1/29/60

GRIFFITH, Andy 6/14/57

GRUENTHER, Gen. Alfred M.	11/29/57
GUNTHER, John	10/21/55
HAGERTY, James C.	1/29/54
HALSMAN, Philippe	6/24/60
HAMMARSKJOLD, Dag	10/22/54
HAMMERSTEIN, Oscar	5/13/55
HAMMOND, Caleb	11/15/57
HANDY, W. C.	6/3/55
HANEY, Carol	6/17/55
HARRIMAN, Averell	11/13/59
HARRIS, Julie	10/21/55
HARRISON, Rex (w/Lilli Palmer)	3/5/54
HART, Moss (Kitty Carlisle)	5/8/59
HARTFORD, Huntington	1/16/59
HAVOC, June	10/4/57
HAYES, Helen	1/14/55
HAYES, Peter Lind (w/ Mary Healy)	5/20/55
HEAD, Edith	10/16/59
HEALY, Mary (w/Peter Lind Hayes)	5/20/55
HEISS, Carol	11/29/57
HERRMAN, James	4/11/58
HESTON, Charlton	10/14/55
HICKMAN, Herman	10/26/56
HIGGINS, Marguerite	12/18/53
HILDEGARDE	5/7/54
HILTON, Conrad	3/18/55
HOLDEN, Bill	1/28/55
HOLLIDAY, Judy	2/28/58
HOOVER, Herbert	5/13/60
HOPE, Bob	6/10/55
HOPPER, Hedda	4/22/60
HUMPHREY, George	3/12/54
HUNTER, Kim	2/22/57
HURST, Fannie	6/18/54
IVES, Burl	4/20/56
JACKSON, Mahalia	3/28/58

JAMES, Joni	11/26/54
JEANMAIRE, Renee & Roland Petite	1/1/54 2/19/60 R.8/12/60
JESSEL, George	1/2/59
JOHNSTON, Eric	10/11/57
JONES, James	1/10/58
JONES, Shirley	2/24/56
JONES, Spike	7/7/61
JOSEPH, Richard	6/15/56
KALTENBORN, H.V.	1/13/56
KANIN, Garson (Ruth Gordon)	6/19/59
KARSH, Yousuf	1/9/59
KELLY, Emmett	3/26/54
KELLY, Gene	12/19/58
KELLY, Walt	1/1/54
KENNEDY, Sen. John F.	10/30/53 9/29/60
KENNEDY, Robert	9/13/57
KERR, Deborah	5/14/54
KHAN, Aly	12/5/58
KIMBROUGH, Emily	6/29/56
KINTNER, Earl	5/20/60
KIRK, Lisa	5/31/57
KITT, Eartha	9/10/54
KNIGHT, Frances (w/Wayne Parrish)	4/18/58
KOLLMAR, Dorothy & Dick	1/20/56
KOVACKS, Ernie (w/Edith Adams)	6/24/55
LAHR, Bert	9/17/54
LAINE, Frankie	1/4/57
LAMAS, Fernando (w/Arlene Dahl)	12/6/57
LANGNER, Lawrence	9/2/60
LARSON, Arthur	3/29/57
LASKER, Mrs. Mary	5/22/59
LAURANT, Louis (Red Cap)	7/2/54
LAWRENCE, Steve (w/Eydie Gorme)	10/3/58
LEE, Gypsy Rose	2/8/57
LEE, Mrs. John G.	2/8/57
LEE, Peggy	10/20/60

LEHMAN, Sen. Herbert H.	1/25/57
LEIBOWITZ, Judge Samuel	5/28/54
LEIGH, Janet (w/Tony Curtis)	11/12/54
LE MAY, Gen. Curtis E.	5/20/55
LEMMON, Jack	10/23/59
LEONARD, Jack E.	11/30/56
LEVENSON, Sam	2/21/58
LEVI, Carlo	4/15/60
LEWIS, Jerry (w/Dean Martin)	7/2/54
"(alone)	9/26/58
LEWIS, Joe E.	11/2/56
LEWIS, Robert Q.	11/19/54
LEWIS, Shari	11/13/59
LEWIS, Ted	3/8/57
LIBERACE	1/5/56
LILLIE, Bea	5/18/56
LINDSAY, Howard (w/Dorothy Stickney)	4/26/57
LINKLETTER, Art	11/15/57
LINN, Bambi (w/Rod Alexander)	6/22/56
LIST, Eugene	10/30/59
LITTLE, Lou	10/29/54
LOEB, Gerold M.	6/5/59
LOEWY, Raymond	3/23/56
LOGAN, Josh (w/Audrey Meadows)	3/27/59
LOLLOBRIGIDA, Gina	2/7/58
LOMBARDO, Guy	6/18/54
LONDON, Julie	9/13/57
LOREN, Sophia	3/21/58
LOUIS, Joe	11/27/53
LUCKMAN, Charles	4/22/60
LYONS, Leonard	12/16/55
MAC DONALD, Jeanette (w/Gene Raymond)	10/31/58
MAC KENZIE, Gisele	11/11/55
MAC LAINE, Shirley	3/6/59
MAC RAE, Gordon & Sheila	6/24/60

MADIGAN, Warden Paul J. (Alcatraz)	5/3/57
MAKINS, Sir Roger	11/27/53
MANGANO, Sylvana	3/4/60
MANSFIELD, Jayne	5/4/56 10/6/60 R.7/7/61
MARCH, Frederick	12/2/55
MARCH, Hal	4/6/56
MARCIANO, Rocky (w/Ezzard Charles and Jersey Joe Walcott)	6/11/54
"(alone)	6/1/56
MARKOVA, Alicia	3/4/55
MARLBOROUGH, Duke & Duchess	12/11/59 R. 6/10/60
MARSHALL, Mrs. Catherine	12/30/55
MARTIN, Dean (w/Jerry Lewis)	7/2/54
"(alone)	2/7/58
MARTIN, Mary	4/30/54
MARTIN, Tony (w/Cyd Charisse)	6/1/56
MARX, Groucho	4/9/54
MARX, Harpo	1/3/58
MASON, James	10/16/59
MASSEY, Raymond	3/9/56
MATA & HARI	10/17/58
MAXWELL, Elsa	11/6/53
MAY, Elaine	9/23/60
MC BRIDE, Mary Margaret	12/3/54
MC CLELLAN, Sen. John L.	5/24/57
MC CORMICK, Edward T.	10/18/57
MC CUTCHEON, Bill	10/23/53
MC DOWALL, Roddy	9/23/60 R.8/18/61
MC GARVEY, Michael (Mailman)	12/25/53
MC GUIRE Sisters	11/24/60
MC KENNA, Siobhan	11/16/56
MC NEILL, Don	11/21/58
MEANDOWS, Audrey & Jayne	4/23/54
MEANY, George	1/8/54
MEDARIS, Gen. John B.	2/14/58
MEDINA, Judge Harold R.	4/15/55 11/20/59

MENON, Krishna	12/4/53
MENUHIN, Yehudi	4/29/55
MERCER, Johnny	7/28/61
MEREDITH, Burgess	6/21/57
MERMAN, Ethel	9/9/55
MERRILL, Gary (w/Bette Davis)	9/21/56
MESTA, Perle	9/17/54
MEYER, Eugene	11/25/55
MEYNER, Gov. Robt. B.	12/13/57
MIKAN, George	2/19/54
MILLER, Mitch	12/2/55
MILSTEIN, Nathan	11/23/56
MINEO, Sal	12/14/56
MINSKY, Harold	11/18/55
MITCHELL, Guy	5/10/57
MITCHELL, James P.	4/9/54
MITCHELL, Jan	3/21/58
MITROPOULOS, Dimitri	3/22/57
MONROE, Marilyn	4/8/55
MONROE, Vaughn	12/10/54
MONTAND, Yves (w/Simone Signoret)	4/8/60
MONTELAGRE, Felicia (w/Leonard Bernstein)	9/23/55
MOORE, Archie	7/8/60
MOORE, Garry	2/4/55
MORELAND, Lighthouse Keeper Richard	6/22/56
MORGAN, Jane	1/9/59
MORGAN, Jaye P.	12/4/59
MUNSEL, Patrice	1/21/55
MURCHISON, Clint	3/25/55
MURRAY, Arthur	12/30/55
NEWCOMBE, Don	9/30/55
NEWMAN, Paul (w/Joanne Woodward)	12/26/58
NEWMAN, Ralph	2/10/56
NEWMAR, Julie	8/18/61
NICHOLS, Mike	9/23/60

NIELSON, A. C.	6/28/57
NILSON, Capt. Alfred	10/12/56
NIMITZ, Admiral Chester M.	1/4/57
NIXON, Vice President & Mrs. Richard	10/27/60
NORSTAD, Gen. Lauris	1/22/60
NORTON, Bob	12/18/53
NOVAK, Kim	12/16/55 10/6/60 R. 7/21/61
NUTTING, Anthony	9/16/55
O'BRIAN, Hugh	7/1/60
O'BRIEN, Margaret	6/6/58
O'BRIEN, Pat	8/19/60
O'CONNOR, Basil	12/20/57
ODLUM, Floyd (w/Jacqueline Cochran)	5/21/54
ORMANDY, Eugene	10/8/54
OWENS, Jesse	9/23/55
PAAR, Jack	11/22/57
PACKARD, Vance	12/4/59
PAGE, Patti	2/17/56
PALEWSKY, Gaston	3/4/60
PALMER, Lilli (w/Rex Harrison)	3/5/54
PARKER, Suzy	12/21/56 2/5/60
PARNIS, Mollie	9/9/55
PARRISH, Wayne (w/Frances Knight)	4/18/58
PARSONS, Louella	11/7/58
PATACHOU	9/1/60
PATCHETT, Jean	1/28/55
PATTERSON, Russell	10/31/58
PAUL, Les & Mary Ford	2/2/55
PEALE, Dr. Norman Vincent	12/17/54
PEARSON, Drew	1/27/56
PEERCE, Jan	11/16/56
PENNEY, J.C.	5/31/57
PERKINS, Tony	10/18/57
PETERS, Roberta	4/26/57

PETERSON, Val	11/13/53
PETRILLO, James C.	10/16/53
PHILLIPE of the Waldorf	6/8/56
PICKETT, Clarence	4/1/55
PINZA, Ezio	3/5/54
PONS, Lily	2/5/54
PORTER, Sylvia	10/27/56
POSTON, Tom	5/29/59
POWELL, Dick (w/June Allyson)	9/2/55
POWELL, Jane	8/4/61
POWER, Tyrone	12/20/57
PRICE, Vincent	10/17/58
PRIEST, Ivy Baker	12/19/58
PUSEY, Dr. Nathan M.	2/5/54
QUINN, Anthony	5/2/58
RAGEN, Warden Jos. E.	2/18/55
RAHILLY, James (Bus Driver)	2/3/56
RANDALL, Tony	1/23/59
RATHBONE, Basil	1/11/57
RAY, Johnny	5/25/56
RAYE, Martha	10/15/54
REES, Nan	2/12/54
REISEL, Victor	10/10/58
REMICK, Lee	6/26/59
RENAUD, Line	2/12/60
REYNOLDS, Debbie (w/Eddie Fisher)	2/10/56
RICHARDSON, Sir Ralph	1/15/60 R.8/12/60
RINEHART, Mary Roberts	11/9/56
RITCHARD, Cyril	1/31/58
RIZZUTO, Phil	5/7/54
ROBB, Inez	12/12/58
ROBBINS, Jerome	6/12/59
ROBINSON, Jackie	1/18/57
ROBINSON, Sugar Ray	11/8/57
ROCCA, Antonino	2/20/59
ROCKEFELLER, Winthrop	10/4/57

ROCKWELL, Norman	2/6/59
RODGERS, Richard	11/6/53
ROEBLING, Mary	11/21/58
ROGERS, Ginger	3/7/58
ROGERS, Roy & Dale Evans	3/4/55
ROGERS, Att'y. Gen. Wm.	6/20/58
ROMANOFF, Mike	10/23/59
ROMERO, Cesar	7/22/60
ROMULO, Carlos	7/29/60
ROONEY, Mickey	5/4/56
ROOSEVELT, Eleanor	1/22/54
ROOSEVELT, Mrs. Theodore Jr.	11/11/55
ROSE, Billy	1/14/55
ROSENBERG, Anna	6/12/59
ROWLANDS, Gena (w/John Cassavetes)	1/17/58
RUBINSTEIN, Artur	5/10/57
RUSK, Dr. Howard	2/27/59
RUSSELL, Harold	10/7/55
RUSSELL, Jane	3/2/56
RUTH, Mrs. Babe	4/17/59
RYAN, Robert	7/1/60
SAINT, Eva Marie	9/24/54
SARDI, Vincent, Jr.	5/15/59
SARNOFF, David	3/12/54
SCHARY, Dore	5/16/58
SCHIAPARELLI, Elsa	3/18/60 R.9/9/60
SCHULBERG, Budd	3/13/59
SCOTT, Raymond (w/Dorothy Collins)	9/16/55
SEBERG, Jean	11/3/60
SELTZER, Louis	2/26/54
SEYMOUR, Whitney North	4/24/59
SHEPHERD, Gen. Lemuel C. Jr.	6/25/54
SHERRILL, Bishop Henry Knox	1/3/58
SHERWOOD, Roberta	2/1/57
SHOR, Toots	2/11/55
SHORE, Dinah	1/7/55
SHOTWELL, James T.	12/11/53

SIGNORET, Simone (w/Ives Montand)	4/8/60
SILVER, Rabbi Abba Hillel	11/12/54
SILVERCRUYS, Baron	5/11/56
SILVERS, Phil	11/18/55 11/3/60
SIMMONS, Jean (w/Stewart Granger)	10/7/55
SIMON, Richard	10/16/53
SINATRA, Frank	9/14/56
SKINNER, Cornelia Otis	6/3/55
SLEZAK, Walter	11/22/57
SMEDBERG, Rear Admiral Wm. F.	9/27/57
SMITH, Alexis (w/Craig Stevens)	5/20/60
SMITH, Bob (Howdy Doody)	4/23/54
SMITH, H. Allen	6/28/57
SMITH, Red	1/30/59
SMITH, Robert Paul	6/13/58
SORRELL, Capt. Donald	1/22/54
SOTHERN, Ann	12/5/58
SPILLANE, Mickey	3/19/54
STACK, Robert	6/3/60
STEBER, Eleanor	3/20/59
STEEL, Anthony (w/Anita Ekberg)	12/7/56
STERLING, Jan (w/Paul Douglas)	1/25/57
STERN, Isaac	4/24/59
STEVENS, Craig (w/Alexis Smith)	5/20/60
STEVENS, George	11/24/60
STEVENS, Rise	12/17/54
STEVENSON, Adlai	2/12/54
STICKNEY, Dorothy (w/Howard Lindsay)	4/26/57
STOKOWSKI, Leopold	10/2/53
STONE, Edward	2/14/58
STORM, Gale	5/1/59
STRASBERG, Susan	12/28/56
STRAUSS, Admiral Lewis	10/5/56
STYNE, Jule	5/15/59

SULLIVAN, Ed	12/11/53
SUZUKI, Pat	11/28/58
SWANSON, Gloria	4/2/54
SWARTHOUT, Gladys	2/15/57
TAYLOR, Elizabeth (w/Mike Todd)	4/5/57
TAYLOR, Henry Francis	1/7/55
TAYLOR, Gen. Maxwell	10/28/55
TEMPLETON, Alec	9/3/54
TERRAIL, Claude	12/25/59 R. 9/16/60
TEX & JINX	6/15/56
THOMAS, Danny	12/23/55
THOMAS, Lowell	12/10/54
THOMPSON, Dorothy	5/25/56
THOMPSON, Kay	11/9/56
TILSTROM, Burr	12/23/55
TODD, Mike (w/Elizabeth Taylor)	4/5/57
TOUR D'ARGENT (Claude Terrail)	12/25/59 R. 9/16/60
TRAUBEL, Helen	2/26/54
TREVOR, Claire	7/14/61
TRUMAN, President Harry S.	5/27/55
TRUMAN, Margaret	5/27/55
TUCKER, Richard	12/12/58
TUCKER, Sophie	4/15/55
TURNER, Keith (Farmer)	1/20/56
U NU, Prime Minister	7/1/55
USTINOV, Peter	5/16/58
VADIM, Roger	4/8/60
VALENTINA	10/9/53
VAN BUREN, Abigail	10/3/58
VANDERBILT, Amy	6/24/55
VAN DERBUR, Marilyn	11/1/57
VAN DOREN, Charles	3/7/58
VAN DOREN, MAMIE	9/8/61
VAN DOREN, Mark	4/5/57
VATICAN	4/1/60 R.8/5/60
VEECK, Bill	5/22/59
VERDON, Gwen	1/29/60

WAGNER, Mayor Robert F.	6/4/54
WALCOTT, Jersey Joe (w/Rocky Marciano and Ezzard Charles)	6/11/54
WALLACE, Henry	4/12/57
WATERS, Ethel	1/8/54
WEAVER, Sylvester (Pat)	2/3/56
WEBB, Jack	10/30/59
WELCH, Joseph	9/14/56
WELK, Lawrence	11/23/56
WELLES, Orson	11/25/55
WHITCOMB, Jon	9/28/56
WHITE, Teddy	11/20/53
WHITE, Walter	10/1/54
WILLIAMS, Andy	7/21/61
WILLIAMS, Edward Bennett	3/14/58
WILLIAMS, Esther	2/11/55 10/13/60 R. 8/25/61
WILLIAMS, Roger	10/24/58
WILLKIE, Mrs. Wendell	2/21/58
WILSON, Earl	5/21/54
WILSON, Julie	6/7/57
WINCHELL, Paul	3/16/56
WINDSOR, Duke & Duchess of	9/28/56
WINSOR, Kathleen	2/4/55
WINTERS, Jonathan	3/14/58
WINTERS, Shelley	10/19/56
WOOD, Peggy	12/31/54
WOODWARD, Joanne	12/27/57
" and Paul Newman	12/26/58
WRATHER, Jack (Bonita Granville)	2/27/59
WRIGHT, Russell	4/18/58
ZIMBALIST, Efrem Jr.	8/11/61
ZORACH, William	3/15/58

Mr. Seward

Phyllis Lombardi, Mr. Seward's Office

Gaby Wachsner, Mr. Murrow's Office

January 28, 1960

Following is a list of the programs Mr. Murrow did during the year 1959:

RADIO

Edward R. Murrow with the News	Monday - Friday 7:45 - 8:00PM	January 1 - June 26 except February 23 - March 6 March 23 - April 3
Business of Sex	10:05 - 11:00PM	January 19
My Friend, My Enemy	8:30 - 9:00PM	January 21
The Empty Schoolhouse	8:30 - 9:00PM	February 18
The Day Called X	8:15 - 9:00PM	March 18
The Educated Woman	9:05 - 10:00PM	April 30
How Britain Votes	10:05 - 10:30PM	October 5
The British Elections	10:35 - 11:00 PM	October 8
To See Ourselves	9:05 - 10:00PM	November 10
Face of Retirement	8:30 - 9:00PM	December 15
Image of America	KNX local	December 27 (approx)

TELEVISION

The Lost Class of '59	8:00 - 9:00PM	January 21
Montgomery Speaks His Mind	7:30- 8:30PM	April 28
Biography of a Missile	10:00 - 11:00 PM	October 27
Iran - Brittle Ally	10:00 - 11:00PM	December 18

lists courtesy of Palmer Williams

5-A-6

* WITH SCRIPT

CBS REPORTS - Volume One - 1959-1960 Season

AIR DATE	TITLE
October 27, 1959	* ✓BIOGRAPHY OF A MISSILE (MURROW)
November 11, 1959	THE POPULATION EXPLOSION
December 18, 1959	* ✓IRAN - BRITTLE ALLY (MURROW)
January 6, 1960	THE SPACE LAG - CAN A DEMOCRACY COMPETE
January 14, 1960	THE POPULATION EXPLOSION (REPEAT)
February 15, 1960	NIGERIA - THE FREEDOM EXPLOSION
March 17, 1960	TRUJILLO - PORTRAIT OF A DICTATOR
April 21, 1960	BIOGRAPHY OF A CANCER
May 27, 1960	* WHO SPEAKS FOR THE SOUTH? (MURROW)
June 17, 1960	BERLIN - END OF THE LINE
July 7, 1960	WALTER LIPPMANN ON LEADERSHIP
August 11, 1960	WALTER LIPPMANN ON LEADERSHIP (REPEAT)
September 15, 1960	TRUJILLO - PORTRAIT OF A DICTATOR (REPEAT)

CBS REPORTS - Volume Two - 1960-1961 Season

AIR DATE	TITLE
October 11, 1960	* ✓THE YEAR OF THE POLARIS (MURROW)
October 27, 1960	MONEY AND THE NEXT PRESIDENT
November 13, 1960	THE INFLUENTIAL AMERICANS (G.E. Special)
November 25, 1960	* HARVEST OF SHAME (MURROW)
? December 10, 1960	✓RESCUE - WITH YUL BRYNNER (MURROW)
? December 26, 1960	✓THE GREAT HOLIDAY MASSACRE (MURROW)
January 5, 1961	OUR ELECTION DAY ILLUSIONS: THE BEAT MAJORITY
January 19, 1961	THE KEEPER OF THE RULES - CONGRESSMAN SMITH AND THE NEW FRONTIER
February 2, 1961	THE BUSINESS OF HEALTH - MEDICINE, MONEY & POLITICS
February 16, 1961	THE CASE OF THE BOSTON ELECTRA

AN HOUR WITH ED MURROW

Friday, April 30, 1965
8:30-9:30 P.M.

REPORTERS: Charles Collingwood
Eric Sevareid

PRODUCER: Joseph Wershba

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Program Information
CBS Reference Dept.
January, 1954

CBS DOCUMENTARY PROGRAMS
1948 to date

(RADIO)

January 3, 1948 Sat. 10:30-10:30 PM	The Crippler Dramatization of the devastating affects of infantile paralysis, on behalf of the March of Dimes.
February 21, 1948 Sat. 10:30-11:00 PM	A Friend and Peter Stuyvesant Dramatization of John Bowne's fight for religious freedom, in observance of Brotherhood Week.
March 7, 1948 Sun. 4:30- 5:00 PM	Jubilee Dramatic program on behalf of the Easter Seal Drive of the National Society for Crippled Children and Adults, starring Geraldine Fitzgerald.
March 28, 1948 Sun. 4:30- 5:00 PM	Our Northern Experience Report on Alaska as a defense outpost, using recorded interviews with Army officers and civilians in Alaska.
March 24, 1948 Wed. 10:00-11:00 PM	Report Card CBS Documentary Unit broadcast on the crisis in education.
April 17, 1948 Sat. 8:00- 9:00 PM	Play Ball Dramatic portrayal of rise of Peewee Reese as a ball-player whose story typifies big-league baseball "as a sport, a business and a thread in the fabric of the American dream."
April 18, 1948 Sun. 4:30- 5:00 PM	The Promise Original drama portraying the heroism and tragedy in the struggle for survival of Palestine immigrants; on behalf of the UJA.
May 8, 1948 Sat. 8:30- 9:00 PM	A More Perfect Union Special documentary program on which the Anti-Defamation League presented awards to Mrs. Eleanor Roosevelt, Charles E. Wilson of General Electric Co., etc. Dramatic vignettes by top film stars.
May 22, 1948 Sat. 8:00- 9:00 PM	Arrows In The Dust Documentary on the plight of the American Indian.
May 30, 1948 Sun. 10:30-11:00 PM	Between The Dark And The Daylight Plight of the children of Europe. Presented by CBS in cooperation with the Radio Division of the U.N. for the U.N. Appeal For Children and the International Children's Emergency Fund.

June 30, 1948 Sun. 10:30-11:00 PM	✓ This Living Flag Special Flag Day drama starring James Dunn. Presented in connection with the National Organization of American Legion Auxiliary. Growth of the nation as symbolized by the flag. Produced by Werner Michel.
July 4, 1948 Sun. 1:00- 1:30 PM	✓ The Seeds of Liberty Special Independence Day feature showing how the roots of American democracy took hold despite almost insurmountable obstacles.
April 25, 1948 Sun. 4:30- 5:00 PM	The Smile On Their Faces American Overseas Aid of the U.N. Appeal For Children depicted in drama.
May 2, 1948 Sun. 4:30- 5:00 PM	Two Lines Drama on behalf of the American Cancer Society's fund campaign, starring Katherine Hepburn.
August 15, 1948 Sun. 1:00- 1:30 PM	Balance Due Program presented in cooperation with the DAV, starring Sam Wanamaker. Drama stressed the methods used by the DAV in helping ex-servicemen.
August 15, 1948 Sun. 2:00- 2:30 PM	✓ Caribbean Challenge Report on the state of American's defenses within a thousand-mile radius of the Panama Canal.
August 17, 1948 Tues. 10:00-11:00 PM	Crusade for Children Program presented by CBS on behalf of the American Overseas Aid-U.N. Appeal For Children. Principal speakers: Gen. Dwight D. Eisenhower; MC Arthur Godfrey; radio and screen personalities.
September 26, 1948 Sun. 4:00- 4:30 PM	Dateline Israel Special drama with Quentin Reynolds as narrator presented in cooperation with the UJA. Story of the rapid upbuilding of Palestine since the war. Eddie Cantor presented with the 1948 award for outstanding humanitarian service.
October 1, 1948 Fri. 9:00-10:00 PM	Young Man of Manhattan Drama starring June Allyson.
October 9, 1948 Sat. 10:30-11:00 PM	✓ Running Boy Community Chest drama, starring James Dunn.
November 3, 1948 Wed. 10:00-11:00 PM	The Hollywood Picture Documentary drama on behind-the-scenes report on U.S. movie industry. Narrated by Myron McCormick.
Nov. 16,18,23,25,30,1948 Tues. 11:15-11:30 PM Thurs. " (WCBS)	The Secret Enemy Five special programs designed to aid the intensive campaign to combat V-D in New York. In cooperation with U.S. Health Service, and New York State and City Health Departments.

November 21, 1948 Sun. 4:30- 5:00 PM	Augmented Ninth Arthritis-Rheumatism Foundation Fund drama starring John Garfield, in behalf of the Foundation's 1948 fund.
November 18, 1948 Thurs. 11:15-11:30 PM	Saga Of A Sawbuck Drama starring Fred Bennett showing the peregrinations of a ten-dollar American gift to CARE.
January 25, 1949 Tues. 10:30-11:00 PM	The Story of Phyllis Wheatley Drama of a slave who became a poetess, told by Muriel Smith and John Marriot in Observance of Negro History Week.
January 30, 1949 Sun. 1:30- 2:00 PM	I Want To Walk Special drama presented in connection with the 1949 March of Dimes campaign.
February 2, 1949 Wed. 10:00-11:00 PM (RPB: 2/20/49	Mind In The Shadow CBS Documentary Unit drama on mental health, with Eddie Albert.
February 6, 1949 Sun. 1:30- 2:00 PM	Work In Progress Community action in forestalling economic strangulation, in connection with the campaign by the Advertising Council showing the American economic system at work.
February 13, 1949 Sun. 1:30- 2:00 PM	My Son And I Drama starring Alan Baxter in observance of National Heart Week in cooperation with the American Heart Assoc.
February 20, 1949 Sun. 1:30- 2:00 PM	Neither Free Nor Equal Drama for Brotherhood Week, in cooperation with the National Conference Of Christians and Jews. Address by Nelson Rockefeller.
March 26, 1949 Sat. 10:00-11:00 PM	One Great Hour Special dramatic broadcast to stress U.S. inter-faith cooperation for world relief.
April 6, 1949 Wed. 9:30-10:00 PM	The Goal Is Freedom B'nai B'rith drama with Claude Rains. Presentation to President Truman of America's Democratic Legacy Award, for 1949.
April 13, 1949 Wed. 9:30-10:00 PM	Aftermath Drama dealing with the problems of the working people of war-torn Europe as seen through the eyes of an American woman correspondent, starring Loretta Young and Douglas Fairbanks, Jr. Program is special salute by CBS to CARE.
April 17, 1949 Sun. 4:30- 5:00 PM	This Year, Israel Passover drama starring Paul Muni, in cooperation with the United Jewish Appeal.

April 20, 1949 Wed. 9:30-10:00 PM	Time And Her Life Actual cancer case history, from discovery to cure, presented in connection with the 1949 fund drive of the American Cancer Society.
May 4, 1949 Wed. 9:30-10:00 PM	The Firebug Special drama highlighting the grave dangers and tremendous looses from forest fires in the U.S. caused by careless vacationers. CBS contribution to the Advertising Council's campaign against timberland devastation.
May 6, 1949 Fri. 10:30-11:00 PM	The Run For The Roses Story of the Kentucky Derby. Diamond Jubilee of America's turf classic. John Daly, narrator, Bing Crosby and others.
May 22, 1949 Sun. 10:00-11:00 PM	The People's Choice Dramatic portrait of the education of a freshman representative in the 81st Congress, with Ralph Bellamy.
July 10, 1949 Sun. 10:00-11:00 PM	Citizen Of The World Documentary drama relating the story of men and women who work in the remote areas of the world to improve mankind's wellbeing. Narrator: Lee Cobb.
July 15, 1949 Fri. 10:30-11:00 PM	The Ballad Of James Otis Special historical drama relating in terms of present-day conditions the significance of the fight waged by James Otis for public security against illegal search and entry.
August 17, 1949 Wed. 10:00-11:00 PM	The Return Of Frank Higgins True story of a 60 percent disabled veteran who fought his way back to normal peacetime life with the help of an intelligent employer. In cooperation with the DAV.
September 11, 1949 Sun. 10:30-11:00 PM	Who's To Blame? Dramatization of the contrast between hardships and frustrations endured by immigrants to Israel in the receiving center and the orderly, fruitful existence they achieve in the Kubbutzim and in city workshops.
December 18, 1949 Sun. 5:00- 5:30 PM	Take It From Here Report on advances in research of arthritis and rheumatism.
December 30, 1949 Fri. 9:30-10:30 PM	The Rising Wonder Drama portraying what a single large business enterprise means to its thousands of employees and executives. (Marked 25th anniversary of Continental Baking Co.)
February 26, 1950 Sun. 5:30- 6:00 PM	Lost In The Stars A special version of the musical drama dealing with interracial relations.

February 26, 1949
Sun. 2:00- 2:30 PM

A Merry Heart
The true story of novelist Charles Yale Harrison's coronary attack and his subsequent recovery, presented by the American Heart Association.

February 28, 1950
Tues. 10:30-11:00 PM

✓ Across the Street, Across the Nation
Dramatic sketch launching the 1950 Red Cross Fund Campaign, narrated by Henry Fonda. Also case histories consisting of material recorded in the field by the Red Cross, covering activities of three services: the blood bank, diaster relief, and service to veterans.

March 5, 1950
Sun. 2:00- 2:30 PM

An American In Israel
Dramatization of U.S. Federal Security Administrator Oscar Ewing's recent tour through Israel.

March 11, 1950
Sat. 6:30- 7:00 PM

One Great Hour Of Sharing
United Relief Appeal of Protestant and Eastern orthodox churches.

April 16, 1950
Sun. 5:00- 5:30 PM

A Measure Of Freedom
Special drama based on book of that title by Arnold Forster, surveying manifestations of discrimination in American in 1949. Presented by CBS in cooperation with the Anti-Defamation League of B'nai B'rith, with Sidney Blackmer.

April 23, 1950
Sun. 5:00* 5:30 PM

Israel - Year 11
Program depicts highlights in the new state's uphill struggle during its first two years and illuminates the problems still to be solved.

April 30, 1950
Sun. 5:00- 5:30 PM

The Fight Against Cancer
Report of nationwide progress in the fight against cancer made possible by the cooperation of doctors, hospitals, science and the general public.

May 3, 1950
Wed. 10:30-11:00 PM

A House Of Hope
Dramatization of the nation's progress in meeting its mental health needs, in cooperation with the Mental Health Week Planning Committee and the nation's voluntary mental health organizations.

June 28, 1950
Wed. 10:30-11:00 PM

✓ For Us The Living
Drama in cooperation with the American Legion Auxiliary in celebration of U.N. Charter Day. Concerns veterans guided back to health and security.

August 13, 1950
Sun. 10:30-11:00 PM

✓ Search
Factual drama of a veteran guided back to health and security by efforts of the Disabled Veterans of America to mark the opening of the organization's 29th annual convention.

October 4, 1950 Wed. 10:30-11:00 PM	A Place In The Sun Drama of the work done by the Community Chest-supported agencies to restore self-esteem and normal interests to elderly unemployables.
October 6, 1950 Fri. 9:30-10:00 PM	✓A New Birth of Freedom Special broadcast sounding a dramatic prelude to "Crusade For Freedom" campaign to enroll all Americans on a "Declaration of Freedom" scroll, with Frederic March.
October 6, 1950-Net October 7, 1950-WCBS Fri. 10:30-11:00 PM Sat. 5:30- 6:00 PM	Like Everybody Else Drama dealing with the case history of a physically handicapped veteran despairing of his ability to find employment; in cooperation with "National Employ The Handicapped Week." Concluding address by President Truman.
October 26, 1950 Thurs. 10:30-11:00 PM	Why Is The Sun Drama revealing the deep pioneering urge of Israel's new settlers as they strive to build their nation against heavy odds, with Frederic March and in cooperation with the United Jewish Appeal.
November 10, 1950-Net November 11, 1950-WCBS Fri. 10:30-11:00 PM Sat. 5:30- 6:00 PM	The Hidden Million Broadcast dramatizing the medical war against diabetes in cooperation with the American Diabetes Association's campaign.
December 26, 1950 Tues. 10:30-11:00 PM	✓Through The Curtain Meaning of liberty and freedom as told in actual recorded voices of persons who have recently escaped from behind the Iron Curtain. Narrator: Arthur Godfrey.
January 25, 1951 Thurs. 10:30-11:00 PM	The Quiet Town Special drama on behalf of National Foundation for Infantile Paralysis; story of Wytheville, Va., and its struggle through 1950 fighting the rising tide of polio. Starring Dorothy McGuire.
February 22, 1951 Thurs. 10:30-11:00 PM	A Song Of Brotherhood Special documentary drama in cooperation with the National Conference of Christians and Jews in observance of Brotherhood Week. Portrays actual events by which a Midwest community combatted racism, religious prejudice and misunderstanding.
March 1, 1951 Thurs. 10:00-10:30 PM	Pioneer '51 Drama drawing a parallel between the early development of the West by sturdy American pioneers and the present-day development of Israel, a melting pot of many cultures. Narrator: Edward R. Murrow.
April 19, 1951 Thurs. 10:35-11:00 PM	A Little Night Music Special dramatic documentary in behalf of the American Cancer Society.

May 1, 1951 Tues. 10:30-11:00 PM	Divided City Documentary program portraying the effects of Communism on the lives of West Berliners. Compiled from actual recordings of sounds and voices in Berlin. In cooperation with the National Committee for a Free Europe.
May 3, 1951 Thurs. 10:35-11:00 PM	Story Of Nancy - Middle Child Dramatic documentary showing problems of a child with older and younger children in the family. In cooperation with the National Association for Mental Health. In observance of National Mental Health Week.
May 11, 1951 Fri. 10:30-11:00 PM	Years of Challenge Drama observing the third anniversary of Israel as a nation, with Premier David Ben-Gurion.
May 30, 1951 Wed. 4:30- 4:55 PM	The Four Chaplains Special memorial broadcast originating from the interfaith shrine dedicated to the four chaplains who went down with the U.S.S. "DORCHESTER" in World War II.
August 1, 1951 Wed. 10:00-10:30 PM	The Big Job Human interest program, comprising dramatic narration and interviews from the Kansas flood scene. In cooperation with the American Red Cross.
October 18, 1951 Tues. 10:30-11:00 PM	A Palace For Patsy Program presented in cooperation with the Community Chests of America. Dramatic story of the needs of children and how these needs are met by the Red Feather Agencies.
October 25, 1951 Thurs. 10:00-10:30 PM	The Incredible Village Jack Benny narrates story of an undertaking by blind persons in Palestine, presented by CBS in cooperation with the U.J.A.
December 14, 1951 Fri. 10:30-11:00 PM	Foster Parents Frolic Dramatic and narrative program depicting the plight of war refugee children abroad.
December 25, 1951 Tues. 4:00- 4:30 PM	Christmas in Korea Special program from the battlefront.
September 30, 1952 Tues. 9:30-10:00 PM	Physically Handicapped Program Dramatic documentary presented in cooperation with the President's Committee for Employing the Physically Handicapped.
October 2, 1952 Thurs. 10:05-10:30 PM	U. S. Route 66 Dramatic documentary presenting a paroramic word picture of 50 years of motoring. In cooperation with the American Automobile Association.
October 12, 1952 Sun. 3:00- 3:30 PM	Roll Up Yours Sleeves Variety program in support of the nationwide appeal for blood donors.

March 20, 1953
Fri. 9:00-10:00 PM

✓ Bomb Target - USA - (First of Feature Project Series)
Documentary program designed to show how and where we are prepared and unprepared to handle atomic disasters. Narrated by Arthur Godfrey. Produced in cooperation with the Air Force and the Federal Civil Defense Administration.

April 19, 1953
Sun. 10:00-10:30 PM

South To The Sea
Special documentary broadcast commemorating the fifth anniversary of the Republic Of Israel.

April 20, 1953
Mon. 10:30-12:00 PM

World Tribute To Israel
Special documentary program marking the fifth anniversary of the independence of Israel featuring prominent members of the U.N. and several outstanding Americans. In cooperation with the American Zionist Council.

May 8, 1953
Fri. 9:00:10:00 PM

✓ The Green Border - (Second Feature Project)
Comprehensive report of refugee influx across the Iron Curtain, narrated by Edward R. Murrow.

May 29, 1953
Fri. 9:00-10:00 PM

Class of '53 - (Third Feature Project)
A searching study of the minds, morals and morale of our tenn-age generation. Narrated by U.S. Supreme Court Justice William O. Douglas.

June 26, 1953
Fri. 9:00-10:00 PM

✓ 38th Parallel - USA - (Fourth Feature Project)
Program marking third anniversary of start of the Korean hostilities. Shows how all of us have been affected by the conflict, using those living along our 38th parallel as examples. Narrated by Will Rogers, Jr.

August 7, 1953
Fri. 9:00-10:00 PM

The Quacks - (Fifth Feature Project)
An exposé of medical charlatans. Bill Downs, narrator.

August 25, 1953
Tues. 10:35-11:00 PM

When I Come Home
Special dramatization of the experiences of a returned POW. On behalf of the DAV.

September 25, 1953
Fri. 8:30- 9:30 PM

This Game Of Baseball - (Sixth Feature Project)
An analysis of baseball from the sandlots through the minor and major circuits. Narrated by Bing Crosby.

October 16, 1953
Fri. 10:35-11:00 PM

Community Chest Program
Special dramatic program in cooperation with the Community Chest.

November 27, 1953
Fri. 9:00-10:00 PM

Parole File 732 - (Seventh Feature Project)
Factual study of a parolee from Colorado State Penitentiary and his adjustment to freedom after twenty-two years in prison. Eric Sevareid, narrator.

December 8, 1953
Tues. 10:35-11.00 PM

The Road
Story of Israel based on the lesson of Hanukkah, in cooperation with the United Jewish Appeal.

December 23, 1953
Wed. 9:00-10:00 PM

Dead Stop - (Eighth Feature Project)
Documentary report on traffic fatalities. Red Barber, narrator.

January 3, 1954
Sun. 10:00-11:00 PM

Years Of Crisis
Fifth annual report on the past year's events and issues.

FEATURE PROJECT PRODUCTIONS
CBS RADIO

The range of subjects in this series is suggested by the following:

BOMB TARGET, U.S.A. Friday, March 20. An appraisal of the nation's current preparations against atomic attack, with Arthur Godfrey.

THE GREEN BORDER. Friday, May 8. Edward R. Murrow with experts on the problems of the refugees from behind the Iron Curtain.

CLASS OF '53. Friday, May 29. Supreme Court Justice William O. Douglas in a report on teenagers and their problems.

38TH PARALLEL, U.S.A. Friday, June 26. Interviews with citizens along the 38th Parallel in the U.S., on the Korean War. Will Rogers, Jr., narrator.

THE QUACKS. Friday, August 7. An exposé of medical quacks and charlatans produced in cooperation with the U.S. Food and Drug Administration.

THIS GAME OF BASEBALL. Friday, September 25. A feature report, narrated by Bing Crosby, on the "national pastime" as a game and as big business.

PAROLE FILE 732. Friday, 9:00-10:00 p.m. November 27, 1953. Factual study of a parolee from Colorado State Penitentiary and his adjustment to freedom after 22 years in prison. With Eric Sevareid as narrator.

DEAD STOP. Wednesday, 9:00-10:00 p.m. December 23, 1953. Documentary report on traffic fatalities and injuries presented on the eve of the holiday season. Red Barber, narrator.

THE GAMBLERS. Sunday, 5:00-6:00 p.m. January 31, 1954. Exposé of the patterns of corruption when the gamblers move into communities. Don Hollenbeck, narrator.

THE HIGH MOUNTAIN. Sunday, 5:00-6:00 p.m. February 28, 1954. An objective survey of the status of the American Negro today, jointly narrated by Judge William H. Hastie, highest ranking Negro judge in the United States, and Admiral Alan G. Kirk, former U.S. Ambassador to the Soviet Union.

PLEASE RETURN TO
CBS REFERENCE DEPARTMENT

ONE-TIME SPECIAL PROGRAMS

C B S TELEVISION

Jan. 1948 - Dec. 1953

1/ 7/48	Harry S. Truman State of the Union Address	President's annual address before joint session of Congress.
1/13/48	Hartley Hearings	James Caesar Petrillo, Pres., American Federation of Musicians appears before House Committee
1/14/48	March of Dimes	Margaret Truman opening March of Dimes Campaign. From Washington, D.C.
1/19/48	Hartley Hearings	James Caesar Petrillo appears before House Committee
1/21/48	Hartley Hearings	James Caesar Petrillo appears before House Committee
1/27/48	March of Dimes Fashion Show	Annual fashion show at Waldorf-Astoria Hotel
1/30/48	March of Dimes Sports Carnival	From Baltimore, Md.
2/ 5/48	Lincoln Day Dinner	From Washington, D.C.
3/28/48	High Pontifical Mass	From Washington, D.C.
3/30/48 4/ 1/48	UMT Hearings	Defense Secretary Forrestal on Universal Military Training
4/ 3/48	Women's National Press Club Dinner	From Washington, D.C.
4/16/48 4/23/48	American University of the Air	From Washington, D.C.
4/25/48	Circus	Ringling Bros. & Barnum & Bailey from Madison Square Garden
5/14/48	President Truman speech	From Washington, D.C.

5/23/48	Salute to WCAU	Variety program, salute to WACU, Philadelphia, on formal opening of its TV station.
9/ 5/48 9/ 7/48	Cleveland Air Races	Filmed show
10/18/48 10/19/48	Herald Tribune Forum	17th annual conference. Discussion of current affairs.
11/ 4/48 11/ 6/48	National Horse Show	From Madison Square Garden
11/25/48	Macy's Thanksgiving Day Parade	Floats, clowns, etc., on parade.
11/25/48	Thanksgiving Miracle	Comparing the 1948 harvest with lean table of the Pilgrim fathers. Film shown in cooperation with Dept. of Agriculture.
11/28/48	Roller Derby Interviews	
12/24/48	Grand Central Carols	Christmas carols sung at Grand Central terminal.
12/25/48	St. Albans' Veterans Hospital Christmas Party	From St. Albans, Queens.
12/24/48	Christmas Eve Services from St. Patrick's Cathedral	From St. Patrick's, N.Y.
12/24/48	Christmas Tree-Lighting Ceremonies	From White House Lawn, Washington, D.C.
12/24/48	Church services from St. Paul's	From St. Paul's, Baltimore, Md.
12/25/48	Christmas Present - CBS Christmas Party	Special Christmas Program
12/25/48	Children's Experimental Theater of Baltimore	Children's group, directed by Mrs. Isabel Burger, presented "The Christmas Carol."
12/31/48	New Year's Eve Party	From Times Square. Celebration of New Year's Eve.

1/ 6/49	Counting of Electoral Ballots	Senate and House of Representatives met in joint session to check the electoral vote and officially declare a President and Vice - President elected.
1/11/49	Midwest Cable inaugural program	Ceremonies opening connecting link between East and Midwest television networks.
1/22/49	March of Dimes Benefit	Stars of current Broadway attractions headline a special hour-long "March of Dimes" benefit.
2/22/49	Sportsman's Show	From Grand Central Palace, N.Y.
3/16/49	Art Directors Club	Awards at Museum of Modern Art.
3/18/49	Dean Acheson Address	Secy. of State speaking on North Atlantic Defense Pact. From Washington.
3/31/49	Winston Churchill Address	From Mass. Inst. of Technology's Mid-Century Convocation on Social Implications of Scientific Progress. "Twentieth Century - It's Promise and It's Realization. (Film)
4/ 5/49	United Nations Opening	From Lake Success, N.Y.
4/ 9/49	Army Day Parade	Coverage of parade.
4/17/49	Easter Dawn Service	Religious service from Arlington Cemetery with the Knights of Templer.
4/17/49	Pontifical High Mass	Church service from Baltimore Cathedral.
5/30/49	Memorial Day Parade	Annual tribute to the nation's war dead.
6/ 1/49	Atomic Energy	Senate-House hearing on Atomic Energy Commission. From Washington, D.C.
6/ 2/49	" "	"

6/16/49	Today - Mirror of Yesterday	Fashion Show, produced by the N.Y. Dress Designers Society.
7/13/49	President Truman	Mid-year Economic Message.
9/20/49	Report on Chemistry 1949	Report on the 116th National Meeting of the American Chemical Society by Pres. Linus Pauling.
9/21/49	Secretary of Defense Louis Johnson	From Hotel Astor, N.Y.
10/20/49	Alfred E. Smith Memorial Dinner	Cardinal Spellman and others from the Waldorf-Astoria, N.Y.
10/24/49	United Nations Dedication	Cornerstone laying ceremonies. President Truman, Gov. Dewey, Gen. Carlos Romulo, Trygve Lie, and others.
11/ 5/49	Six-Day Bike Races	From 22nd Regiment Armory, N.Y.
11/24/49	Macy's Thanksgiving Parade	Coverage of parade, from Columbus Circle, N.Y.
12/ 5/49	United Nations Session	Coverage of U.N. General Assembly. From Lake Success, N.Y.
12/ 5/49	Bal Masque	Highlights of the Bal Masqie, fashion extravaganza staged for the benefit of the pension fund of the N.Y. Philharmonic Symphony Society.
12/ 9/49	United Nations Sessions	Coverage of the U.N.General Assembly at Lake Success, N.Y.
12/13/49	Grand National Luncheon	Awards in the annual Pillsbury baking contest. Presentation by Mrs. Eleanor Roosevelt. Art Linkletter, Arthur Godfrey, John S. Pillsbury, guests. At the Waldorf-Astoria.

12/24/49	Christmas Tree Lighting Ceremonies	Lighting of Christmas tree on White House Lawn.
12/31/49	New Year's Eve Party	Variety show. MC, Ed Sullivan. With Arthur Godfrey, Ed Wynn, Robert Q. Lewis, Abe Burrows, Fred Waring, etc.
1/12/50	"Coach of the Year" Dinner	World-Telegram "Coach of the Year" Dinner from Leone's Restaurant.
1/12/50	University of Pennsylvania Founder's Day	Harold E. Stassen, Pres. of University, and Paul Henri Spaak, former Premier of Belgium, Speakers. From Convention Hall, Phila.
1/21/50	The Journey Back	Repeat film on the rehabilitation of hemiplegic veterans. Introduction by Gen. Dwight D. Eisenhower and Ed Murrow.
1/31/50	March of Dimes Show	Variety show including fashions, from the Waldorf-Astoria.
2/14/50	Command Post	Training program under auspices of the Dept. of the Dept. of Army. From Sands Point, N.Y.
2/16/50	Jefferson-Jackson Day Dinner	President Truman. From Washington Armory, Washington, D.C.
2/18/50	Tennis Matches	U.S. National Indoor Tennis Championship finals. From 7th Regiment Armory, N.Y.
2/23/50	British Elections	Doug Edwards and John Shafer give British Election returns.
2/25/50	Boy Scout Sport Jubilee	With Mel Allen as MC.
3/ 3/50	Overseas Press Club Dinner	Secretary of Defense Louis Johnson address at the Waldorf-Astoria.

3/ 4/50	Deadline, March 15	Right and wrong ways to make out income tax reports, with James W. Johnson, Internal Revenue Collector.
3/ 4/50	Herald-Tribune Forum	Youthful representatives of Ceylon, Egypt, Burma, and Indonesia.
3/23/50	Flower Show	Annual International Flower Show at Grand Central Palace.
3/27/50	U.N. Human Rights Commission	Mrs. Eleanor Roosevelt. From Lake Success, N.Y.
4/ 6/50	Owen Lattimore Hearing	Before the Senate Sub-committee on Foreign Relations. From Washington, D.C.
4/ 9/50	The Holy Year	Significance of the Holy Year, with Cardinal Spellman.
4/ 9/50	Inter-Denominational Church Service	All Nations Easter services from Central Park, N.Y.
4/ 9/50	The Triumphant Hour	One-hour film depicting events in the life of Christ commemorated during the Easter season. (All networks)
4/ 9/50	Pontifical High Mass	High Mass from Baltimore, Md., Catholic Church
4/20/50	British Auto Show	From Grand Central Palace, N.Y.
5/ 6/50	Greater New York Fund	Variety show MC'd by Ed Sullivan.
5/11/50	Four Freedoms Dinner	Franklin D. Roosevelt Four Freedoms Award Dinner. From the Waldorf-Astoria, N.Y.
5/14/50	Cabinet Members Report to the People	Vice-President Barkley and Cabinet from Civic Opera House, Chicago, Ill.
5/20/50	Preface to a Life	Film on mental health.

5/27/50	Washington Square open Air Art Show	From Washington Square, N.Y.
6/ 6/50	D-Day Program	Commenorating 6th anniversary - D-Day Prayer, a tone poem, with Temple University Choir.
6/10/50	President Truman	Addressing 35th Division Reunion at St. Louis.
6/25/50	Opening cememonies of Friendship Airport	Film of President Truman opening Airport in Baltimore.
7/16/50	Look to the East	Military strategy discussion with Hanson Baldwin, George Fielding Elliot, and Gil Robb Wilson.
10/ 3/50	Veiled Prophets Ball	Pageant which traditionally opens the Winter social season in St. Louis. From Kiel Auditorium, St. Louis, Mo.
10/ 8/50	First Forty Days in Korea	Film narrated by Douglas Edwards.
10/24/50	President Truman	Before N.Y. General Assembly. (Pooled broadcast)
10/28/50	The Hard Core	Film produced by the International Refugee Organization, released through the U.N. - Subject: "IRO's Work in European Countries."
11/ 4/50	President Harry S. Truman	Rally at St. Louis, Mo.
12/12/50	Pillsbury Grand National Awards Luncheon	From Waldorf-Astoria with Art Linkletter, Duchess of Windsor, Arthur Godfrey, as guests.
12/15/50	President Harry S. Truman	Report to the Nation.
12/24/50	Midnight Services	Midnight Services from National Cathedral, Washington, D.C.

12/24/50	The Joyful Hour	Film combining a story of the Nativity of Christ with the custom of family worship.
12/24/50	President Harry S. Truman	Christmas message (film).
12/31/50	Fun For '51.	Variety show. Ed Sullivan MC. Guests Arthur Godfrey, Ken Murray, Abe Burrows. With pick-up from Times Square.
1/ 8/51	President Harry S. Truman	State of the Union Speech. From Washington, D.C. (Pooled broadcast)
1/20/51	United Nations	U.S. formally bids U.N. curb China. From Lake Success, N.Y.
1/20/51	Kid Globes	Boxing from Philadelphia.
2/ 2/51	General Eisenhower	Gen. Eisenhower's Report on his European trip. From Pentagon, Washington, D.C. (Pooled broadcast)
2/27/51	Red Cross Program	Pres. Truman from Washington, D.C. Defense Secy. Marshall, E. Roland Harriman, Brig. Gen. David Sarnoff, Bob Hope, Bing Crosby, Kate Smith, Judy Garland, Ed Sullivan, from Madison Square Garden, N.Y.
3/23/51	Senate Hearing Report	Highlights of Crime Investigation Committee Hearings.
3/24/51	Hill Number One	Special Easter film based on the story of the Resurrection of Christ as applied to modern problems.
3/25/51	Religious Services	Washington Cathedral, Washington, D.C.
3/25/51	Religious Services	Baltimore Cathedral, Baltimore, Md.
3/25/51	Easter Parade	On Fifth Avenue, N.Y.

4/10/51	We Hold These Truths	Documentary. From Washington, D.C.
4/11/51	President Harry S. Truman	MacArthur's dismissal. From Washington, D.C.
4/13/51	Road to Reason	Veterans' Administration mental health film.
5/ 5/51	Angry Boy	Special Mental Health Program.
5/10/51	Strategic Air Power	Film.
5/19/51	Armed Forces Day Celebration	From Bolling Field, Washington, D.C.
5/25/51	24th Annual National Spelling Bee	From Washington, D.C. (Film)
6/ 8/51	Miniature Opera	Carmen (Film)
6/10/51	Palm Beach Round Robin Tournament	From Country Club, New Rochelle, N.Y.
6/14/51	President Harry S. Truman	Speech on inflation.
7/ 4/51	President Harry S. Truman	From Washington Monument Grounds. (Film)
7/14/51	Horse racing (color)	From Monmouth Park, Ocean Point, N.J.
7/24/51	Price Control	Round Table discussion on Price Control, Sen. Homer Capehart, Michael DiSalle, Dir. of Price Stabilization, Allen Kline, Pres. American Farm Bureau, Arthur Godfrey.
9/ 4/51	President Harry S. Truman	Address opening the Japanese Peace Conference. From The Opera House, San Francisco, Calif.
9/ 5/51	Japanese Peace Treaty Conference	From The Opera House, San Francisco, Calif.
9/ 8/51	Signing of Japanese Peace Treaty	From The Opera House, San Francisco, Calif.
9/23/51	Crusade for Freedom	Rally with Ed Sullivan and others.

9/29/51	Football	California vs. Princeton. From Philadelphia, Pa.
10/ 6/51	Football game. (Color)	Princeton vs. Navy. From Annapolis, Md.
10/13/51	Football game. (Color)	Dartmouth vs. Army. From Michie Stadium, West Point, N.Y.
10/15/51	U.N. Security Council	Speech by Premier Mohammed Mossadegh of Iran.
10/20/51	Football game	North Carolina vs. Maryland. From Byrd Stadium, College Park, Md.
10/27/51	Inter-Service Football	Army vs. the Air Force. From Bolling Field, Washington, D.C.
10/31/51	Princess Elizabeth, Duke of Edinburgh	Reception at Washington National Airport by President Truman and others.
10/31/51	Princess Elizabeth	Reception at the Hotel Statler, Washington, D.C.
11/22/51	That I May See	Thanksgiving Day film featuring Ruth Hussey and Jeffrey Lynn.
12/24/51	Episcopal Service	St. John's Cathedral, Washington, D.C.
12/24/51	Midnight Mass at Boys Town	From Boys Town, Omaha, Neb.
12/31/51	New Year's Eve	From Times Square, and other points.
1/ 5/52	Orange Bowl Game	On film.
1/ 9/52	President Harry S. Truman	State of the Union Message.
1/11/52	Anthony Eden	Receives Doctor of Laws Honorary Degree at Columbia University.
1/27/52	Herbert Hoover	"The Year Since the Great Debate."
2/28/52	Red Cross Show	"Answer the Call" - Pres. Truman and others open Red Cross Fund Drive.

3/ 6/52	President Harry S. Truman	Mutual Security Program
3/29/52	Jackson Day Dinner	Pres. Truman address from National Guard Armory, Washington, D.C.
4/ 2/52	Queen Juliana of the Netherlands	Pres. and Mrs. Truman and Members of the Cabinet Greet Queen Juliana at the National Airport, Washington, D.C.
4/ 8/52	President Truman Speech	Steel strike crisis.
4/ 9/52	Steel Wage Dispute Speech	Clarence B. Randall, Pres. of the Inland Steel Co.
4/13/52	Episcopal Easter Service	Washington Cathedral, Washington, D.C.
4/13/52	Catholic Easter Service	Baltimore Cathedral, Baltimore, Md.
4/13/52	Easter Parade	On Fifth Avenue, N.Y.
4/18/52	Years of Change	Documentary on Point Four program in South America.
4/22/52	Atomic Test	From Yucca Flats, Nevada.
4/29/52	Lever House Dedication	Speakers Mayor Impellitteri, John M. Hancock, Chairman of Board of Lever Bros., Jervis T. Babb, Pres. of Lever Bros. Mike Wallace, MC
4/29/52	It Can't Happen Here	Civil Defense program with Arthur Godfrey. Speakers Col. Joe Chambers, Asst. Adm. of the Federal Civil Defense Adm. Graphic presentation of the defense plan for U.S. in case of emergency.
5/ 1/52	Peabody Award Luncheon	Presentation of George Foster Peabody Radio and TV Awards for 1952. (Pooled broadcast)
5/ 3/52	Tour of the White House	President Truman as Guide. (Pooled broadcast)
5/ 3/52	Kentucky Derby - Preview	From Churchill Downs, Ky.

5/10/52	Withers Stakes	From Belmont Park, N.Y.
5/11/52	Tour of the White House	Film. (Report of May 3 tour.)
5/17/52	Armed Forces Day	From The National Airport, Washington, D.C.
5/18/52	Palm Beach Golf Tournament	From New Rochelle, N.Y.
6/ 3/52	General Eisenhower Press Conference	From Pentagon Building, Washington, D.C.
6/ 4/52	General Eisenhower Speech	From Abilene, Kansas. (Pooled broadcast)
6/ 5/52	General Eisenhower Press Conference	From Abilene, Kansas.
6/ 7/52	Socialist Labor Party Speech	Eric Hass
6/10/52	President Harry S. Truman	Asks to seize and run steel industry before joint session of Congress.
6/14/52	Political Speech	Rally for Eisenhower. From Detroit, Mich.
6/19/52	Senator Taft	Political candidacy.
6/21/52	Senator Estes Kefauver	Political candidacy.
6/21/52	Olympic "Marathon"	Bob Hope, Bing Crosby, and others - fund raising effort for the Olympic Team.
6/22/52	Olympic "Marathon"	" " " "
6/29/52	Averell Harriman Speech	From Dayton, Ohio
7/ 1/52	TV News Special	Republican Natl. Committee at Conrad Hilton Hotel Chicago, Ill.
7/ 4/52=	Joe Martin Press Conference	From Chicago, Ill.
7/ 4/52	Pre-Convention Special	" " "
7/ 5/52	Eisenhower Arrival	" " "
7/ 5/52	Eisenhower Press Conference	" " "
7/ 5/52	Taft Arrival	" " "
7/ 6/52	Progressive Party Speech	" " " (?)

7/19/52	Socialist Workers Party	Frank Dobbs, presidential candidate - acceptance speech.
8/25/52	Defense is Your Business	Adrian Murphy receives Defense Mobilization Citation for CBS Radio.
9/27/52	President Harry S. Truman	Community Chest Campaign opens. (Pooled broadcast)
10/19/52 10/26/52	Walter Reuther	Interviews in Citizenship Dept. of United Automobile Workers - CIO.
11/18/52	General Eisenhower	Arrival in Washington, D.C.
12/24/52	Christmas Eve Services	National Cathedral, Washington, D.C.
12/25/52	Boys Town Midnight Mass	From Boys Town, Nebraska
12/31/52	Orange Bowl Parade	From Miami, Florida
1/ 4/53	Welcome to Washington	Viewers introduced to newly-elected senators.
1/ 5/53	President Truman	Farewell address from the White House.
1/20/53	President Eisenhower	Inaugural ceremonies. From Washington, D.C.
1/27/53	John Foster Dulles	First speech as Secretary of State. (Film)
2/ 2/53	President Eisenhower	State of the Union speech.
2/14/53	Adlai Stevenson	At Jefferson Jackson Day Dinner. From Waldorf-Astoria, N.Y.
2/17/53	Mardi Gras Parade	From New Orleans, La.
2/27/53	$100,000 Flamingo Stake	From Miami, Fla.
3/ 1/53	Answer the Call	Red Cross Appeal. Pres. Eisenhower and stars of stage and screen. (Film)
3/10/53	Philadelphia Bulletin Forum	Robert Maclean, Pres. of Associated Press, and others.

3/17/53	Atomic bomb test	Affects of A-bomb explosion at Yucca Flats, Nevada. (Pooled broadcast)
3/17/53	Atomic bomb test round-up.	Walter Cronkite summarizes A-Bomb explosion. (Pooled broadcast)
3/21/53	Florida Derby	From Miami, Fla.
4/ 5/53	Easter Service	Washington National Cathedral, Washington, DC
4/ 5/53	Easter Service	Holy Name Cathedral, Chicago, Ill.
4/ 5/53	Easter Parade	On Fifth Avenue, N.Y.
4/16/53	President Eisenhower	On Foreign Policy - Before the American Society of Newspaper Editors, at Washington, D.C. (Pooled broadcast)
4/25/53	The Drake Relays	From Drake University Stadium, DesMoines, Ia.
5/ 2/53	Kentucky Derby	From Churchill Downs, Louisville, Ky.
5/16/53	Potomac Eastern Inter-Collegiate Crew Races	From Washington, D.C.
5/24/53	Pageant on Wheels	Celebration of Sesqui-centennial of Ohio. From Cincinnati, Ohio. (Film)
5/31/53	CBS Coronation Flying Laboratory	Demonstration (Film)
6/ 1/53	Coronation Guide	London on Coronation Day
6/ 2/53	Coronation Ceremonies	Film stills and commentary on Coronation.
6/ 2/53	Coronation	Plane landing in Boston and actual Coronation film.
6/ 3/53	President Eisenhower	Report to the Nation.
6/21/53	Korea is My Home	Documentary on the destitute and homeless of Korea.

7/17/53	Secretary Dulles and Walter Robertson of the State Department	Talks on American foreign policy in the Far East. From Washington, D.C. (Pooled broadcast)
7/18/53	Boy Scout Jamboree	Irving Ranch, Santa Ana, Calif.
9/ 6/53	Labor 1953	American Federation of Labor documentary.
10/ 8/53	Eye Opener	Special color program. With Ed Sullivan as MC. Guests Gene Autry, Carmen Miranda and others.
10/31/53	Boy Scout Show	Art Linkletter. From Hollywood, Calif.
11/16/53	Mr. Truman	Discussing the White Case. From Kansas City, Mo.
11/17/53	Brownell and Hoover Testimony	Herbert Brownell and J. Edgar Hoover, before the Senate Crime Committee, Washington, D.C.
11/23/53	Dinner with the President	B'nai Brith Anti-Defamation League Award Dinner. President Eisenhower, Helen Hayes and others. From Washington, D.C.
11/24/53	Senator McCarthy	Reply to former President Truman's speech on the White Case.
12/ 8/53	President Eisenhower	Address to the UN on Atomic Power.
12/12/53	Adlai Stevenson	Address before Eastern States Regional Conference of the Democratic National Committee. From Philadelphia, Pa.
12/24/53	Christmas Eve Service	Washington National Cathedral, Washington, DC
12/24/53	Christmas Morning Service	Boys Town, Omaha, Neb.
12/27/53	The American Year	News review of the year.
12/31/53	Farewell to '53.	Douglas Edward at Times Square, N.Y.

FILM NO.	AIR DATE	PANEL - WHERE FILMED & BY WHOM	FILMED
1.	10/11/59	Frost, Robert - Cambridge, Mass. - DePoris Herbert, A.P. - Hammersmith, Eng. - McClure Vasconcelos, Dora - New York City - Jones	ERM/London
2.	10/18/59	Lord Boothby - London - Pat Bernie & Bliss Kennedy, Sen. John - Atlantic City - DePoris Menon, Krishna - U.N. - Jones	10/12/59 ERM/London
3.	11/1/59	U Nu - Hong Kong - Mack Ben Gurion - Jerusalem - Rossi	5/26/59 ERM/NY
4.	11/8/59	Gleason, Jackie - Philadelphia - DePoris Brown, John Mason - New York City - Jones Behan, Brendan - Dublin - Pat Bernie	10/11/59 ERM/London
5.	11/15/59	Cousins, Norman - New York City - Mack Chakovsky, Alexandre - New York City - Jones Gov. Stratton - Springfield, Ill. - DePoris	Aug./59 ERM/NY
6.	11/22/59	Montgomery - London - Pat Bernie & Bliss vonSenger - Basle, Switzerland - Rossi Clark, Mark - South Carolina - Jones	10/20/59 ERM/Manchester, England
7.	11/29/59	Part II of above	10/20/59
8.	12/6/59	deMille, Agnes - New York City - Jones & Barnett Hopper, Hedda - Los Angeles - Beck Signoret, Simone - San Francisco - DePoris	11/19/59 ERM/London
	12/13/59	PREEMPTED	
9.	12/20/59	Mundt, Sen. - Rapid City, Iowa - Beck & Barnett Chagla, Amb. - The Hague - Rossi Larson, Arthur - Durham, N. C. - DePoris & Mack	10/23/59 ERM/London
10.	12/27/59	Suyin, Han - Hong Kong - Mack Blanche, Lesley - Los Angeles - Beck & Rossi Muggeridge, Malcolm - London - McClure	5/28/59 ERM/NY
11.	1/3/60	Lord Birkett - London - McClure Judge Voelker - Ishpeming - Jones & Barnett Justice Douglas - Washington - P.Williams & Mack	12/11/59 ERM/London
12.	1/10/60	Mansfield, Sen. Mike - Washington -Rossi Hughes, Emmet - New York - Garbarini & DePoris Servan-Schreiber, Jean Jacques - Paris	12/15/59 ERM/Geneva
13.	1/17/60	Luce, Clare Boothe - New York City - Rossi & Jones Bohlen, Amb. Charles - Villanova, Pa. Nicolson, Sir Harold - London - McClure	12/26/59 ERM/St. Moritz Switzerland
14.	1/24/60	Part II of above	

SHOW NO.	AIR DATE	PANEL - WHERE FILMED & BY WHOM	FILMED
15.	1/31/60	Gallup, George - Princeton, N. J.- Jones & Rossi	1/10/60
		Cassandra (Wm. Connor) - London - P.Bernie & Huke	
		Barzini, Luigi - Rome - McClure	ERM/Milan, Italy
16.	2/7/60	REPEAT - Sandburg, Dirksen, Parkinson	2/5/59
17.	2/14/60	Brown, Gov. Edmund (Pat) - Calif. - Beck & Barnett	1/18/60
		Crossman, Richard Howard - Oxfordshire, Eng. - McClure	
		Wagner, Mayor Robert - New York City - Mack	ERM/Rome
18.	2/21/60	REPEAT 15 Min. - Eisenhower, Munoz-Marin, Dr. Galo Plaza	11/13/58
19.	2/28/60	Teller, Dr. Edward - Berkeley - Beck & Barnett	ERM/Rome 2/12/60
20.	3/6/60	Part II of above	ERM/Rome 2/12/60
21.	3/13/60	Casals, Pablo - Puerto Rico - Jones & Mack	2/6/60
		Stern, Isaac - Vancouver, B. C.	
		Ansermet, Ernest - Geneva - McClure	ERM/not on D. Schorr
22.	3/20/60	Part II of above	
23.	3/27/60	Jackson, Sen. Henry (Scoop) - Washington - Mack	2/10/60
		Healey, Denis - London - McClure	ERM/Rome
24.	4/3/60	Wylie, Philip - Miami - Jones & Mack	1/27/60
		Toynbee, Arnold - London - McClure	
		Graves, Robert - Washington	ERM/not on Sevareid
25.	4/10/60	Kerr, Deborah - Switzerland - Cyril Bliss	3/20/60
		Preminger, Otto - Rome - McClure	
		McClafferty, John J. - Washington - Mack	ERM/Hong Kong
26.	4/17/60	vonBraun, Vernher - Huntsville - Westin	4/13/60
		John Davy - London - McClure	
		Harold Urey - Washington - Jones	ERM/Honolulu
27.	4/24/60	West, Rebecca - London - McClure	4/20/60
			ERM/Seattle, Wash.
28.	5/1/60	Dayan, Gen. Mose - Israel - McClure	2/8/60
		Taylor, Gen. Maxwell - Mexico City - Jones	ERM/Jerusalem
29.	5/8/60	Mishima, Yukio - Tokyo - ERM	4/7/60
		Powell, Dilys - London - McClure	
		Williams, Tennessee - Key West - Buksbaum	ERM/Tokyo
30.	5/15/60	Mannes, Marya - New York City - P. Williams	5/5/60
		Fleeson, Doris - Charleston, W.Va. - Jones & Barnett	
		Higgins, Marguerite - Washington - Rossi	ERM/S.F.
31.	5/22/60	Dr. Szilard, Thos. E.Murray, Edw. Teller, Gen. Medaris, Prof. Gerlad Wiesner	
32.	5/29/60	Dr. Szilard, Berthe, Strauss, Wiesner	

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SHOW NO.	AIR DATE	PANEL - WHERE FILMED & BY WHOM	FILMED
1.	10/12/58	Dewey, Gov. Thomas - Portland, Me. - Jones & Rossi Huxley, Aldous - Turin, Italy - McClure & DePoris Nehru - Delhi - Mack & Bonner	10/3/68
2.	10/19/58	Libby, Willard - AEC, Washington - Jones & Rossi Bhabha, Dr. Homi J.-Paris - DePoris & Cyril Bliss Russell, Lord Bertrand - London - McClure	10/2/58
3.	10/26/58	Bacall, Lauren - Los Angeles - Beck & Rossi Muggeridge, Malcolm - Sydney, Australia - Mack Johnston, Eric - Washington - DePoris & Barnett	April/58
4.	11/2/58	West, Rebecca - London - McClure Rickover, Adm. (Vice) Hyman G. - Washington - Mack Van Doren, Prof. Mark - Cornwall, Conn. - Jones & Rossi	10/19/58
5.	11/9/58	Hurok, Dr. Sol - San Francisco - Beck & Rossi McKeldin, Gov. Theo. R. - Baltimore - Jones & Rossi Ustinov, Peter - Toronto, Can. - DePoris & Mack	9/16/58
6.	11/16/58	Hagerty, James - Washington - Mack & DePoris Soustelle, Jacques - Paris - McClure Muggeridge, Malcolm - London - Rossi	11/6/58
7.	11/23/58	Bevan, Aneurin - London - Rossi Gruenther, Ge. Alfred - Washington - DePoris & Mack Strauss, Franz Josef - Bonn - McClure	11/4/58
8.	11/30/58	Truman, Harry - Independence, Mo. - DePoris & Mack Attlee, Clement - London - Collingwood	10/29/58
9.	12/7/58	Slonimski, Antoni - Warsaw - Schorr & Rossi Rubinstein, Artur - Paris - McClure MacLeish, Prof. Archibald - Washington - DePoris & Mack	11/26/58
10.	12/14/58	Munoz-Marin, Gov. Luis - Puerto Rico - DePoris & Mack Galo Plaza (Lasso), Dr. - Beirut, Lebanon- McClure Eisenhower, Dr. Milton - Baltimore (Johns Hopkins U.) - Jones	11/13/58
11.	12/21/58	Eastland, Sen. James O. - Jackson, Miss. - Mack Herblock - Washington - DePoris & Rossi Brogan, Denis W. Prof. - London - McClure	12/3/58
12.	12/28/58	Leigh, Vivien - London - McClure Goldwyn, Sam - Los Angeles - Beck & Rossi Tynan, Kenneth - New York - DePoris & Mack	12/12/58
13.	1/4/59	Callas, Maria - Milan, Italy - Mack & Markman Beecham, Sir Thomas - Nice, France - McClure Borge, Victor - Southberry, Conn. - DePoris & Rossi	12/22/58
14.	1/11/59	Part II of above.	

SHOW NO.	AIR DATE	PANEL - WHERE FILMED & BY WHOM	FILMED
15.	1/18/59	Martha Gellhorn - Geneva - DePoris & Mack Romain Gary - Los Angeles - Beck & Rossi Malcolm Muggeridge - London - McClure	9/22/58
16.	1/25/59	Michael Foot - London - Bliss. Willy Brandt - Bonn - McClure James Conant - San Francisco - Beck & Rossi	1/11/59
17.	2/1/59	Suzanne Blum - Paris - McClure Birkett - London - Collingwood Welch - Boston - DePoris	1/13/59
18.	2/8/59	Part II of above	1/13/59
19.	2/18/59	Carl Sandburg - Chicago - DePoris & Rossi Dirksen, Everett McKinley - Washington - Jones & Barnett Parkinson, Northcote - Alderney Island - McClure	2/5/59
20.	2/22/59	Ward, Barbara - Honolulu, Hawaii - Mack Stevenson, Adlai - San Francisco - Rossi & Beck Crankshaw, Edward - England - McClure	1/30/59
21.	3/1/59	Suyin, Han - Hong Kong - Mack & Delaney Alsop, Joseph - Washington - Rossi & DePoris Lord Boothby, Robert - London - McClure	2/10/59
22.	3/8/59	Bergman, Ingrid - Paris - McClure Zanuck, Darryl - New York City - Rossi & DePoris Crowther, Bosley - New York City - Jones	2/28/59
23.	3/15/59	Allen, George - Washington - DePoris & Rossi Lacson, Mayor - Manila - Mack Burdick, Eugene - California - Beck	2/3/59
24.	3/22/59	McKenna, Siobhan - Dublin - McClure Coward, Noel - Jamaica, BWI - Williams & Rossi Thurber, James - New York City - DePoris, & Mack	3/11/59
25.	3/29/59	Part II of above	3/11/59
26.	4/5/59	Part II of #1 (Thos. Dewey, Aldous Huxley, Nehru)	10/3/58

SEE IT NOW

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Volume one

1.	November 18, 1951	Two oceans at once - live	
		Portrait of the 24th Division in Korea	
		Murrow on his contract	
2.	November 25, 1951	Live remote from the Constitution - Boston Harbor	2:30
		MacArthur and Truman - Civil War Blue and Grey	2:40
		Henry Cabot Lodge from the deck of Constitution	2:[illegible]0
		Taft and his southern campaign	11:[illegible]0
		Live - interview with Taft	2:00
3.	December 2, 1951	Live remote from tank factory in Detroit	1:30
		Live remote from Long Island - jet takeoff	1:50
		Pearl Harbor Memorial service	2:25
		Japanese envoy on treaty	:47
		Live remote from Washington - Alben Barkley	2:[illegible]
		General Bradley film from Rome - on NATO	2:27
		A pint of blood goes to Korea	11:10
4.	December 9, 1951	Live remote from Baltimore coal yard	2:00
		Eisenhower and Dirksen	2:10
		Mac Arthur and Kefauver	:47
		Coal Tailpiece	11:24
5.	December 16, 1951	Theodore Caudle hearing in Washington	3:11
		McCarthy testimonial dinner - opens his campaign	3:51
		Florida White House in Key West	3:12
		Rene Pleven on the Schuman Plan	:34
		H. K. Smith on the Schuman Plan	2:30
		Remote from M.I.T. -- mechanical brain	3:10
6.	December 23, 1951	Christmas live show --remotes from cities across the country	30:00
7.	December 30, 1951	John L. Lewis from West Frankfort, Illinois, on safety in the mines and the mine disaster	3:07
		Stassen Press Conference	2:19
		Jet pilot in Korea - re Russian MIGS	2:[illegible]
		Churchill tailpiece - 77th birthday	14:04

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Volume one, continued

8.	January 6, 1952	Truman greets Churchill at Washington National Airport	1:35
		Senator Matthew, West Virginia, meeting constituents	2:42
		Live remote from St. Louis - Dr. Hookwalt and "Krilium"	3:00
		SHAPE Tailpiece	15:30
9.	January 13, 1952	Korea - "Little Gibralter"	6:39
		Live remote from Chicago - Bob Trout in empty convention hall	1:30
		Captain Carlsen - Flying Enterprise"	2:24
		Oak Ridge - Sloan Kettering - didn't work	9:40
		David Lillienthal - live from New York	1:30
10.	January 20, 1952	Live remote -- submarine "Sablefish"	10:00
		Secretary of the Navy Kimbell	:28
		Senators - grass root reports	2:52
		Korea - truce line, infantry patrol and mail call	2:34
		Churchill's speech to Congress	2:30
		Justice William Douglas - not a candidate	2:00
11.	January 27, 1952	The Budget -- Bill Downs at the Mint shows one million dollars	2:52
		Remote from San Francisco - Governor Earl Warren on running for President	3:30
		Thomas Dewey speaks at the Waldorf on the foreign policy of the GOP	:50
		Remote from Cleveland - teaching high school youngsters to drive	3:30
		Oak Ridge - Sloan Kettering (did work)	10:21
12.	February 3, 1952	Remote from Idlewild - plane landing by instruments	3:30
		Remote from Chicago - Governor Stevenson	3:00
		Live - Irving Berlin sings "I Like Ike"	1:30
		Portrait of Berlin - general scenes, night life	13:30
13.	February 10, 1952	Remote from Washington - Sandburg at the Lincoln Memorial	3:00
		The Queen's Proclamation	1:46
		Politics - Republican rally in Georgetown	4:30
		Korea - jet pilots, MIG 15 song	12:49

Volume One, continued

14.	February 17, 1952	Funeral of King George	7:00
		Korea - ruins of Seoul	3:45
		Detroit - "baby depression"	11:31
15.	February 24, 1952	Remote from the Kefauver residence	3:00
		Brotherhood week - Sing Sheng attempts to buy a house in San Francisco	1:37
		Remote from the Statue of Liberty	1:15
		Air Evacuation - plane load of wounded GIs from the Korean front to stateside hospital.	14:55
16.	March 2, 1952	Secretary of State Acheson reports on Lisbon meetings, and that West Germany joining NATO	4:08
		Remote from Washington - Senator Russell on becoming a candidate	3:00
		Representative Hebert on waste spending in government	2:23
		Representative Bendetsen answers Hebert	1:20
		Portrait of Dodge City - cattle prices, etc.	11:10
17.	March 9, 1952	Remote from Wright Field in Dayton - Flying Boxcar	5:00
		Remote from Washington - tour of Internal Revenue Office	3:00
		Primaries in New Hampshire - Adams and Taft	14:12
18.	March 16, 1952	President Truman speaking to High School Editors at Waldorf luncheon	4:30
		Representative Bender sings Taft song	2:10
		Remote from Washington - Senator McCarthy on Congressional immunity and Senator Benton	3:00
		The Dodgers in spring training	12:06
19.	March 23, 1952	Senator Taft in Wausau, Wisconsin	2:47
		Live - Senator Benton answers McCarthy	4:00
		Paul Niven, on the British budget	4:16
		General MacArthur speaks in Jackson, Miss.	3:04
		Excerpts from MacArthur and Eisenhower speeches	4:24

Volume One, continued

20.	March 30, 1952	Truman - won't run for re-election	5:28
		Remote - Phil Murray on the CIO Steel strike	3:00
	2	Remote - Morrell, President of Jones and Laughlin, on the Steel strike	2:25
		Tornado in Judsonia, Arkansas	10:27
21.	April 6, 1952	Morris, McGranery and McGrath - Attorney General turnover (under fire)	5:35
		Taft and Dirkson - Springfield, Illinois	3:52
	2	Operation Long Horn - Army maneuvers in Texas	5:45
		Remote from Washington - Vice President Barkley from his office and on his office	8:00
22.	April 13, 1952	Eisenhower resigns from NATO	1:30
		Gary, Indiana; the Steel strike at US Steel	5:05
	4	Making of "Hans Christian Anderson" at the Goldwyn Studios	16:05
23.	April 20, 1952	Testimonial dinner to Harriman - Barkley, Stevenson and Kefauver at the Waldorf	5:25
	4	Flood in Council Bluffs, Iowa	16:30
24.	April 27, 1952	Atom Test in Las Vegas - report on bomb	8:50
		Fight against cancer - Cedar Rapids, Iowa	4:49
	3	Remote from Finneytown, Ohio - Mike DiSalle and James Carney campaigning at hot dog roast	5:00
		Sioux City - after the flood	4:04
25.	May 4, 1952	Remote from the White House - waiting for break on the Steel strike	1:30
		Sevareid tour through the Supreme Court	4:22
	7	Remote from Louisville - the horse that didn't run in the Derby	4:00
		Mock political convention at Washington and Lee University	9:26
26.	May 11, 1952	Aberdeen Proving grounds - new weapons	8:00
		Remote from Washington - Vannevar Bush on weapons	3:30
	4	Chicago police captain instructs his men on the convention ... Kefauver opens his New York headquarters	1:30
		Germany - Air France plane that was shot on includes remarks by Reuter ... May Day riots in Germany and Japan	5:21
		Library of Congress - the Constitution	1:15
		Murrow summarizes the steel strike situation with a reprise on the Constitution	2:21

Volume One, continued

27.	May 18, 1952	Truman speaks at the ADA dinner - on Ike, on Tideland Oil and politics in general	3:45
	5	General MacArthur in Lansing, Michigan - speaks before joint session of state legislature	2:30
		Paul Hoffman - live from studio in New York	3:30
		Women for Taft meet him in his office	2;11
		Earl Warren campaigns for the Oregon primaries	9:38
28.	May 25, 1952	Harriman's campaign tour in New York	5:10
	5	Thomas Dewey, live, from Pawling	4:30
		Suez Canal controversy - Britain guards canal	12:20
29.	June 1, 1952	Bill Downs returns to Omaha Beach, Normandy	5:44
	4	Ridgeway in France and Germany - demonstrations in both countries ... takes over from Ike	5:00
		Grand Coulee - story of a dam	12:00
30.	June 8, 1952	Eisenhower - in Washington, Abilene and New York	9:51
	6	Textile industry slump - Lancashire, England, includes remarks by Nye Bevan on Taft	5:41
		Remote from Taft's home	7:00
31.	June 15, 1952	Portrait of an aircraft carrier -USS Boxer	11:04
	6	Eisenhower buys farm and Taft campaigns - both in Gettysburg	7:05
		Politics - Eisenhower and MacArthur	2:58
32.	June 22, 1952	Eisenhower speaks in Dallas	4:00
	5	Taft at Press Conference - National Press Club in Washington	3:30
		Sidney Hertzberg interviews Nehru	3:05
		Portrait of Yugoslavia	10:09
33.	June 29, 1952	Murrow interviews Mr. and Mrs. Eisenhower in Denver	8:00
	2	Mock bombing of New York City	15:40

SEE IT NOW

Volume two

September 7, 1952	Beetle Gulch, Korea: Charlie Company	4:30
	Susquehanna University - Alonzo Stagg on football	5:12
	Politics - Eisenhower and Stevenson	12:00
September 14, 1952	Politics - Eisenhower and Stevenson	6:30
	Live remote from Cincinnati - Senator Taft	4:00
	Uranium City tailpiece - uranium rush in Canada	11:07
September 21, 1952	Politics - Eisenhower and Stevenson	7:14
	Nixon film (from Los Angeles)	1:30
	Remote from Washington - Cyrus Ching on mediation	3:00
	Orient Express tailpiece - Paris to Istanbul	9:34
September 28, 1952	Politics - Eisenhower, Stevenson and Nixon	
	kine on campaign donations	8:45
	Remote from Brooklyn - Joe Black and family at home	3:30
	Korea - Operation Doorstep, Cruiser Helena shells mainland off Yodo Island	9:03
October 5, 1952	Politics - Eisenhower and Stevenson	7:15
	Live - Branch Rickey on Brooklyn vs. New York	2:00
	Remote - from Wright Field -- new B52 bomber	6:45
	Remote - Murrow interviews Gen. Vandenberg	4:00
October 12, 1952	Politics - Eisenhower and Stevenson	7:15
	Korea - at the front and Sunday services	4:45
	Canyon City, Colorado - during and after a visit by Harry Truman	10:05
October 19, 1952	Politics - arts and music: Truman, Eisenhower and Stevenson	3:00
	Politics - Texas Debates -- Eisenhower and Stevenson on off shore oil	3:20
	Politics - Texas reacti ns	2:15
	John Nance Garner	3:20
	Politics - local sheriff race in West Virginia	10:23

8. October 26, 1952	Politics - campaign insults	4:31
	Eisenhower in Harlem - [illegible]	6:03
	Politics - John L. Lewis in Charleston, W. Va., Dewey upstate, Eisenhower in Buffalo	3:36
	Politics - "debate" on Korea	3:23
	G.I. Vote - Heidleburg	3:23
9. November 2, 1952	Politics - Seward Park Remote (voting machine) Missouri Valley; Garment District; Stevenson in Madison Square Garden; Eisenhower in Madison Square Garden, etc.	13:00
	Buffalo - milkmen; opinions on election	2:48
	Eisenhower and Stevenon "debate" Korea and Communism	5:31
10. November 9, 1952	Election night in Abilene, Kansas	12:57
	Stevenson on losing the election	3:22
	Michael Quill and the Transit Workers Strike	3:34
	Bell Telephone Lab - two minutes of silence	2:30
11. November 16, 1952	Arrival of troopships on two coasts	6:20
	B-47 - building and testing of a bomber - Wichita	9:48
12. November 23, 1952	Turkeys - Truman being given one; Navy and Army preparing Thanksgiving dinners	4:00
	Commodore Hotel - Eisenhower's temporary headquarters	10:56
	Harrison, New York - on signing of loyalty oath for use of school hall	6:50
13. November 30, 1952	Stagg Field, Chicago - reunion of the scientists who built first controlled atomic pile	17:16
	Report on the Saar Basin	4:35
14. December 7, 1952	Eisenhower in Korea	8:00
	MacArthur at the NAM dinner at the Waldorf	2:00
	Prague - death of 3 top Communist officials	5:20
	United Nations - Menon on peace in Korea	6:28
15. December 14, 1952	Justice Douglas on the Bill of Rights	4:18
	Mesabi - shipment of iron ore from the ground to steel centers via Great Lakes	12:09
	Korea - forward bunker; kids singing, and the ruined church	5:50

16.	December 21, 1952	Bob Trout at Kitty Hawk - Air Force anniversary	3:40
		Murrow at Anchorage - jet interceptions	2:46
		Worshba in Anchorage - main street	1:11
		Downs at Shemya	1:52
		LeSueur - in plane going over date line	1:50
		Report on French Morocco -- the US Air bases, living conditions in North Africa - includes the Sultan and El Glouie - narrated by Collingwood	10:31
17.	December 23, 1952	Christmas in Korea - No. 1	60:00
18.	January 4, 1953	Kottelet and Kendrick behind the Iron Curtain - East Berlin - Eisler	6:10
		Remote from Washington - Vice President Barkley	6:30
		Kentucky 4H Club - members returning from Europe discuss their trips	8:03
19.	January 11, 1953	Washington - pre the inauguration	12:45
		Korea - ROKS (Korean troops)	5:30
		Murrow interviews Gen. Ridgeway (phone and film)	3:56
20.	January 18, 1953	Schoenbrun interviews French premier Rene Mayer	3:36
		White House correspondents "briefing" Eisenhower	4:03
		Mock bombing of New York (repeat)	14:38
21.	January 25, 1953	Washington - after the inauguration	12:35
		Truman leaves Washington	3:05
		Toynbee interview - on Anglo-American relations, the future and the Cold War	6:03
22.	February 1, 1953	Report from Formosa - on military strength of Nationalist China, includes guerilla island off China coast	11:16
		Gastonia fife and drum corps - that didn't make TV	5:03
		Berlin refugees - processing and handling of refugees in West Berlin	6:30
23.	February 8, 1953	Flood in England - Canvey Island	9:30
		Truman in Independence at Church supper	4:34
		Visit to Thomas Edison's studio - Edison Anniversary	7:55
24.	February 15, 1953	Lincoln-Jefferson-Jackson Day dinners - Thomas Dewey and Governor Stevenson	7:45
		Arkansas State legislature in action	6:23
		Remote from Washington - Dulles at home	9:00

25.	February 22, 1953	Oklahoma Farm Story - with emphasis on beef prices	11:39
		Tidelands - Gulf of Mexico	4:52
		Remote from Washington - Senator Daniels and Senator Humphrey discuss tidelands	6:40
26.	March 1, 1953	Korea - Marine Medal Winners	7:30
		Mt. Washington - Navy tests cold weather equipment	6:11
		Italy and New York - briar pipes and tarrifs and reciprocal trade	8:20
27.	March 8, 1953	Russia - short course in history of USSR from Revolution to Stalin's death	11:10
		McCarthy Hearings - on Reed Harris	9:45
28.	March 15, 1953	Return to Judsonia (one year after cyclone)	8:30
		Miss Parker's Social School for Washingtonians	5:53
		Live - Murrow, Harriman and Reuter	7:45
29.	March 22, 1953	Mrs. Melville's A bomb - Yucca Flat blast reported by Baltimore housewife to her Civil Defense group	5:30
		Report on Ireland - includes interview by Smith with DeValera	13:05
		Remote from Texas -,Lord Ismay	6:00
30.	March 29, 1953	Korea - Panmunjom cemetery	9:32
		Italian Land Reform - distribution of land in Italy. Compares conditions of farmers who have and those who have not been given their own land	12:34
31.	April 5, 1953	How peace in Korea news affected the stock market	5:35
		Hottelet interviews Adenauer (prior latter's trip to Washington)	4:30
		Refugee Passover service in Berlin	6:38
32.	April 12, 1953	Remote - two umpires on opening of baseball season	6:00
		Murrow and correspondents discuss current happenings in Russia and Korea: Kendrick, Hottelet, LeSueur, Savareid and Herman from Korea (radio)	15:28
33.	April 19, 1953	Rutland, Vermont - family of POW	5:40
		Panmunjom - Pierpoint (audio) on POW release	2:00
		Panmunjom film	4:00
		Remote - House of Representatives with Rayburn and Martin	12:00

34.	April 26, 1953	Panmunjom - prisoners at Freedom Village and on to Tokyo	15:50
		Remote - discussion with Drs. Menninger, Wright and Rhodes - head, heart and cancer	9:00
35.	May 3, 1953	Building of Garrison Dam	6:18
		Report on the Schuman Plan - Schoenbrun interviews Jean Monnet	10:50
		Ft. Bragg - portrait of 82nd Airborne Division	3:42
36.	May 10, 1953	Pulitzer prize to North Carolina bi-weeklies for fight against KKK	7:45
		Wetbacks - report on illegal entry and use of Mexican laborers in California	15:50
37.	May 19, 1953	Mid-Ocean Parliament - Senator Knowland and R. Elliott on Churchill speech	8:00
		Report on restoration of Williamsburg climaxed by a visit by President Eisenhower	13:40
38.	May 24, 1953	Flight to London (PAA 100 for the Coronation)	17:08
		Interview with General Marshall in Leesburg	7:58
39.	May 31, 1953	London - just before the inauguration of Queen Elizabeth II	30:00
40.	June 7, 1953	Savannhah River - Building the H-Bomb. Interview with Dr. Urey in Chicago on heavy hydrogen	9:08
		Shreveport - report on segregation in education - adult schools	14:44
41.	June 14, 1953	Mid ocean parliament - Senator Margaret Chase Smith, Beu C. Limb of Korea and Hector McNeil of England in Korean truce	9:51
		Oberlin - graduation in an Ohio university - includes student discussion on communism	15:01

SEE IT NOW

Volume three

1.	September 22, 1953	The Berlin Show	60:00
2.	September 29, 1953	Remote - Chuck Dressen from Ebbets Field	8:00
		Wershba interviews Nehru	11:10
	5	Smith interviews Reuter at the Reichstag	2:40
3.	October 6, 1953	Murrow "phone" interview with Governor Earl Warren	6:32
	2	India - 1953	18:17
4.	October 13, 1953	Texas Drought Story - Amarillo, Texas	13:37
	2	Remote from Washington - Secretary of Agriculture Ezra Benson on drought	5:00
		Churchill at Margate	5:06
5.	October 20, 1953	The Radulovich Story	30:00
6.	October 27, 1953	Senators Kerr and Morse debate - re the Benson remarks on October 13th	7:00
		The Stock Exchange	16:24
7.	November 3, 1953	Remote - various campaign headquarters of New York candidates for office	5:00
		Murrow interviews General Marshall	
		Wershba interviews Truman on Marshall	11:25
		Lt. Quinn - on brainwashing	6:54
8.	November 10, 1953	Trieste	30:00
9.	November 17, 1953	Truman and Brownell on Harry Dexter White	4:20
		Hunter-Killer submarine force	20:06
10.	November 24, 1953	Air Secretary Talbott on Radulovich	3:09
		Indianapolis Civil Liberties dispute	21:10
11.	December 1, 1953	Halleck and Fly - on wiretapping	9:32
		SIN s "commercial" - Bauxite - Surinam, Port of Spain and Wenatchee	16:57

12.	December 8, 1953	Aidan Crawley, englishman, looks at America	30:00
13.	December 15, 1953	Syngnam Rhee interview	6:22
		Naguib interview	7:02
		Doolittle in the Smithsonian Institute	9:56
14.	December 22, 1953	Murrow at Wake Island	
		Jerusalem - both divisions of the city - with Glub Pasha and Moshe Sharret	24:20
15.	December 29, 1953	Christmas in Korea - peacetime	30:00
16.	January 5, 1954	Horace Underwood and Percy Chen on Red China	10:34
		Refugee problem in Hong Kong	12:35
17.	January 12, 1954	Live - Kefauver and Bricker debate the Bricker Amendment	14:00
		Dean Irwin Griswald - Harvard Law	
		Professor George Finch - Georgetown	
		Judge Owen Roberts -- all on the Bricker Amendemnt	8:00
18.	January 19, 1954	General Greunther on NATO	6:07
		Los Angeles City Council - on dogs and rabies	9:12
		Alexandria, Virginia vs. Hudson, New York on the antique fire engine	6:10
19.	January 26, 1954	Herbert Hoover on Benjamin Franklin	4:10
		New York Coffee Exchange - includes Senator Gillette on need for government regulation of Exchange	8:29
		Women for Bricker - pro Bricker Amendment	6:06
		John W. Davis - con Bricker Amendment	4:25
X 20.	February 2, 1954	VFW in Norwalk, Connecticut - self-appointed vigilantes on "communism"	7:32
		Lawrence, Massachusetts - a one-industry town and its problems	15:07
21.	February 9, 1954	Republican Lincoln Day Dinner in Washington	6:04
		Harry Truman at Waldorf in New York	3:11
		Lincoln's Birthday report - Korea, Maryland, Harlem and Shreveport, Louisiana	14:27
22.	February 16, 1954	Round Table discussion on Big Four Foreign Ministers Conference in Berlin - Murrow, Podkowinski, Hottelet, Smith, deTurenne and Richard Scott	30:00

23.	February 23, 1954	Akron, Ohio: Senator Alexander Wiley presides over meeting to sound out feelings about revising the UN charter	9:19
		Troop Information and Education	14:11
24.	March 2, 1954	The story of the Philharmonic - includes interview with Dmitri Metropolous	30:00
25.	March 9, 1954	The McCarthy Show (Record Center Box #10077)	30:00
26.	March 16, 1954	The Annie Lee Moss program	30:00
27.	March 23, 1954	Cameramen identify themselves - just after Bocky's death	1:30
		Profile of the British Broadcasting Company	23:00
28.	March 30, 1954	Schoenbrun interviews Paul Reynaud on Indo Shina - and other French citizens including J.J. Servan Schreiber	9:27
		Mock Bombing of New York (repeat)	12:39
29.	April 6, 1954	Senator McCarthy - on the March 9th show	30:00
30.	April 13, 1954	General Greunther on NATO - third anniversary	7:40
		Bishop Shiel on anti-communism	10:05
31.	April 20, 1954	NATO report - Schoenbrun, Hottelet and Kendrick report on NATO activities from Turkey to Denmark. General Montgomery about Turkish maneuvers on the Russian Border.	16:20
		Interview with Arnold Toynbee (repeat)	6:08
32.	April 27, 1954	Mental Health - the clinic in Louisville	30:00
33.	May 11, 1954	Murrow, Senator Knowland, Sir Robert Boothby and Hettier de Boislambert - debate on Indo China	15:40
		Cable cars in San Francisco	7:36
34.	May 4, 1954	Naval and Marine invasion maneuvers on South Carolina coast	23:06

Earth Hearings: 1, 4

35.	May 18, 1954	Dean Griswald of Harvard Law, and Professor Schmidt of Fordham Law, and Dean Fordham of Pennsylvania Law discuss the current trend of Congressional investigations	24:35
36.	May 25, 1954	Report on segregation - Gastonia and Natchitoches	24:44
37.	June 1, 1954	Professor Brown of Yale and Professor McManis of Georgetown discuss and answer questions of law students on the legal aspects of the Fifth Amendment	24:34
38.	June 8, 1954	Maine Primaries - Senator Margaret Chase Smith vs. Mr. Jones	10:50
		California Primaries - Tenney vs Younger	9:30
39.	June 15, 1954	Mayor Reuter - Free University in Berlin	5:06
		Mars la Tour - French Indo-China crisis and French political practices in small town	15:35
40.	June 22, 1954	Eisenhower and Stevenson "debate" - excerpts of their films of 1952 campaign on witch hunting	3:54
		Smith on Churchill's upcoming visit to the United States	3:59
		Old Grads at West Point and young cadets at St. Cyr, France	12:32
41.	June 29, 1954	Senator Homer Ferguson, Sir Robert Boothby and Gurein de Beaumont participate in discusion of Anglo-American relations, Indo China, co-existance, EDC - (Churchill and Eden were in Washington at that time)	22:20

SEE IT NOW

Volume four

August 31, 1954	American tourists in Europe	30:00
1		
September 7, 1954	Conversation with Mendes-France	13:00
	Conversation with Adenauer	9:06
September 14, 1954	Story of a hurricane - Edna	16:08
	European reaction to EDC	6:16
September 21, 1954	Discussion on EDC - Franz Josef Strauss from Bonn; Jean Jacques Servan-Schreiber from Paris; MP Dennis Healy from London	20:19
1	Senator Margaret Chase Smith announces her forthcoming trip to Europe	3:38
September 28, 1954	Pro-American meeting in East Orange, N.J.	9:04
	Milford, Delaware -- segregation in schools	12:05
October 5, 1954	A visit with Carl Sandburg	30:00
1		
October 12, 1954	Roman ruins discovered in London	10:14
	Eldorado, Illinois - Operation Bootstrap	11:37
October 19, 1954	London - Senator Smith visits an English family - Sir Robert Boothby, Arnold Toynbee, Bevan and Muggeridge and the Conservative Convention	30:00
2		
October 26, 1954	Howard K. Smith interviews Anthony Eden	9:16
2	Chicago - Joseph Meek and Paul Douglas debate issues (senatorial campaign) at meeting of League of Women Voters	9:42
	Senator Margaret Chase Smith in East Berlin	4:30
November 9, 1954	Senator Smith in France and Germany	14:18
1	Senator Smith reports on visit to Russia	9:35
November 16, 1954	Madison, Wisconsin -- noise-making jets and how the Air Force and community worked together to adjust to the problem	30:00

2.	November 23, 1954	College students debate issue of debating on Red China	30:00
.	November 20, 1954	Fourth Anniversary show	30:00
.	December 7, 1954	Professor Thomas Bailey of Stanford University on Blockades	9:46
	1	Television arrives in Waterbury, Vermont	13:03
.	December 14, 1954	South Africa, Part One	30:00
.	December 21, 1954	South Africa, Part Two	30:00
.	December 28, 1954	Christmas on the Destroyer Small in Formosa	30:00
.	January 4, 1955	A Conversation with Dr. J. Robert Oppenheimer	30:00
	3	1, 2	
.	January 11, 1954	The Stock Exchange -- includes seminar in Columbia, and Senator Fullbright	30:00
	1.		
.	January 18, 1955	Portrait of the Senate Foreign Committee, Pt. 1	30:00
	1.		
.	January 25, 1955	Portrait of the Senate Foreign Relations Committee, Part Two	30:00
	1.		
.	February 1, 1955	Live discussion of the Formosa Problem, with Murrow in New York; Sevareid in Washington; Smith in London; Schoenbrun in Paris, and Pierpoint in Formosa - also Formosa straits film and Eisenhower's speech	30:00
	1		
.	February 9, 1955	Portrait of Las Vegas	30:00
	1		
.	February 15, 1955	Murrow interview Nehru (London)	30:00
.	February 22, 1955	Murrow interviews Dr. Jonas Salk	30:00
	1.		

March 1, 1955	Senator Margaret Chase Smith interviews Generalissimo and Madame Chiang Kai-shek	12:12
1	Munich - Radio Free Europe's balloon-pamphlet drop	10:00
March 8, 1955	McCarran-Walter Immigration Act, includes live remote with Congressman Walter	30:00
1		
March 15, 1955	Senator Smith interview U Nu	5:01
	Senator Smith interviews Franco	8:06
	Senator Smith interviews Nehru	10:03
March 22, 1955	Anglo-American Relations -- Preistley, Lady Bonham-Carter, David Low, Cassandra, David Astor, Rebecca West, Professor Taylor, Welch coal miners and Lord Bertram Russell	30:00
1		
March 29, 1955	Swiss Watch tariff	30:00
1 (cut up)		
April 5, 1955	Smith interviews Eden (repeat)	7:20
	Foreign students (of the atom) visit President Eisenhower, Stagg Field, etc.	17:10
April 12, 1955	Ann Arbor, Michigan - Live discussion of the Salk vaccine tests with Drs. Salk, Francis and Gregg	30:00
2		
April 19, 1955	Dr. Salk	5:38
	Los Angeles - 'book burning' - Mrs. Anne Smart	17:47
April 26, 1955	American Air Base in England	30:00
1		
May 3, 1955	Texas Land Scandal - includes editor Kenneth Towery - on the Pulitzer prize	30:00
2		
May 10, 1955	Washington - Live interview with Surgeon General Leonard Scheele and Dr. James Shannon on the Salk vaccine - also a film of Eli Lilly Company where vaccine is made	30:00
1		

May 17, 1955	Immigration - includes Scott McLeod, Roland Eliott and Dr. Gerhartz	30:00
May 24, 1955	London - candidates Godber and Wyatt campaigning for general elections	30:00
May 31, 1955	Cigarettes and Lung Cancer, Part One	30:00
June 7, 1955	Cigarettes and Lung Cancer, Part Two	30:00
June 14, 1955	Subscription Television	30:00
June 21, 1955	Abilene, Kansas - Dr. Ralph Bunche speaks to high school students on the United Nations	30:00
June 28, 1955	Anthili, Greece - Dr. Walter Packard returns	30:00
July 5, 1955	Excerpts from SEE IT NOW, Volume Four	30:00

SEE IT NOW

Volume Five

October 26, 1955	4	3 The Vice Presidency	60:00
November 27, 1955	2	1, 1 Ballots at Bear Creek: an educational western	90:00
December 13, 1955	5	Grandma Moses and Louis Armstrong	60:00
January 26, 1956		The Farm Problem: a crisis in abundance	60:00
March 13, 1956	5	Egypt-Israel	90:00
April 23, 1956	2	Africa - Part One	60:00
May 17, 1956	22	3, 10, 9, Africa - Part Two	60:00

SPECIALS:

February 23, 1956	Ezra Taft Benson, Secretary of Agriculture comments on The Farm Problem (This is a rebuttal to a SIN program which Program Info lists as a "Special.")	30:00

SEE IT NOW

Volume Six

October 7, 1956	S	Suez	60:00
17		5, 6, 6	
November 18, 1956		Revolution in the Navy	60:00
24		2, 6, 6, 6, 1, 1, 1, 1	
December 2, 1956	S	The Secret Life of Danny Kaye	90:00
21		5, 6, 6, 4,	
January 6, 1957		Clinton and the Law	60:00
11		4, 6, 1,	
February 3, 1957		Burma, Buddhism, Neutralism	60:00
23		3, 6, 6, 6, 2	
March 3, 1957		England After Suez	60:00
31		3, 6, 6, 6, 6, 3, 1,	
March 31, 1957		Poland, 1957	60:00
20		5, 6, 6, 3,	
May 5, 1957		The Puerto Ricans - Americans on the Move	60:00
16		1, 10, 5,	
June 9, 1957		Automation: Weal or Woe	90:00
1			

ECIALS:

November 13, 1956		Report from Israel, Part One (interview with Ben-Gurion)	15:00
2 Reels (don't know which part.) 3 "			
November 14, 1956		Report from Israel, Part Two (Ein Gev, Weizman and Dayan)	15:00
1 Reel?			
December 31, 1956		Conversation with Chou- en-lai (followed by live discussion with Carlos Romulo and Ambassador Tsiang)	45:00
1 Reel			
June 30, 1957	S	Conversation with Marshal Tito (followed by live discussion, Richard Hottelet moderating; Clare Boothe Luce, Hamilton Fish Armstrong and William Lawrence)	90:00
9 Reels			

SEE IT NOW

Vol. seven

1.	October 6, 1957	The Post Office	sixty minutes
2.	October 27, 1957	The Secret Life of Danny Kaye (repeat - with new ending)	ninety minutes
3.	November 25, 1957	Atomic Timetable, Part One	sixty minutes
4.	December 30, 1957	The Lady from Philadelphia (Marian Anderson)	sixty minutes
5.	February 2, 1958	From Precinct to PPesident (Harry S. Truman)	sixty minutes
6.	March 2, 1958	Statehood for Alaska-Hawaii?	sixty minutes
7.	May 23, 1958	Conversation with Prime Minister MacMillan (special)	thirty minutes
8.	March 30, 1958	Fallout	ninety minutes
9.	July 7, 1958	Watch on the Ruhr - Germany	sixty minutes.

ALCOA sponsored "See It Now" for a period of 4 years.

Fleming, John L.

March 23, 1959

Dear John:

For years I have been telling Louis Seltzer that he overwrites, and now he has done it again.

I've made no plans at all for the year and am merely trying to carry on until I'm "liberated" on the first of July. If you are in town before then, I would like to have a chance to chat with you.

As ever yours,

Edward R. Murrow

Mr. John L. Fleming
Aluminum Company of America
Pittsburgh 19, Pennsylvania

kt

Aluminum Company of America

Pittsburgh 19, Pa.

February 23, 1959

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

It isn't very often that I read something that makes me say, "I wish I had said that."

However, that certainly was my first and strongest reaction to Louis Seltzer's editorial about you in the CLEVELAND PRESS last Wednesday. My second thought was to tell you how completely I agree with Louis and to express a hope that if, as he said, you need to know that here and there you are picking up support for your mission, you know some of it can be found in my office.

Best regards.

Cordially,

John

JOHN L. FLEMING
General Manager
Public Relations

JLF/ab

Alcoa

September 27, 1956

Dear Art:

Congratulations! You missed a hell of a boring speech. What I said about Alcoa is what, or at least part of what, I feel. Pittsburgh will always seem a friendly town to me.

As ever yours,

Mr. Arthur P. Hall
1501 Alcoa Building
Pittsburgh 19, Pennsylvania

rh

ARTHUR P. HALL
1501 ALCOA BUILDING
PITTSBURGH 19, PENNSYLVANIA

September 20, 1956

Dear Ed:

Alex Martin had very kindly asked me to attend the luncheon here in Pittsburgh the day before yesterday and I was exceedingly sorry that I was unable to be there.

I have heard of your complimentary remarks about Alcoa -- for which I am always grateful.

I just wanted you to know that only an unalterable commitment prevented my being one of your audience here in Pittsburgh.

With best personal regards.

Sincerely,

Art

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

184

Aluminum Company of America

Pittsburgh 19, Pa.

May 28, 1956

Mr. Edward R. Murrow
"See It Now"
CBS Television
485 Madison Avenue
New York, N.Y.

Dear Ed:

I have checked the best and easiest approach for you in connection with the aluminum gates and the pole barn you are anxious to install. I find that the gate matter can be handled best by contacting Mr. Howard Miller, manager of the GLF Service in Pawling, N.Y. GLF is a cooperative and a customer of ours, and it is quite likely that your farm manager already is dealing with it.

Concerning the pole barn, we feel that the people who did the other work on your buildings are reliable and satisfactory from every standpoint, and if your experience with them was a pleasant one we would suggest that you go back to them again and have them put up the pole barn. That outfit was Rogers & Maine of Brookfield, N.Y. The man to get in touch with is Mr. "Red" Maine, which is the only name we have for him. They are good operators and they know their business, and we think you will get the best results from them. However, if you would rather not go back to them and would like to get some competing bids, Mr. Miller of GLF can put you in touch with several contractor members of the cooperative who will be glad to bid for the business. Also, if you or your farm manager would like to talk any further with our Agricultural Development people -- you will remember that you and I had lunch with Howard Nuernberger in New York -- he will be glad to talk with you at any time, or he will come over and see you in New York or up at the farm. Just give me the word if you so desire.

2721

That about covers it, I believe. I'm glad you are going to use our favorite metal, and we want to do everything to insure that it is a good job. I will be in touch with you shortly to see what kind of progress is being made. Also, I will give you a ring the next time I am in New York so we can have the long-delayed drink.

Best regards.

Cordially,

John

John L. Fleming
Assistant Director of
Public Relations

JLF/ab

65

alcoa

Aluminum Company of America

I. W. WILSON
PRESIDENT

Pittsburgh 19, Pa.

November 25, 1955

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

I have delayed acknowledging receipt of your book, "SEE IT NOW", until I had an opportunity to read it and examine it in detail. The Thanksgiving holiday afforded me this opportunity, and I can now sincerely congratulate you and Fred on it.

I believe you must know how proud all of us in ALCOA were to have been the sponsor of "SEE IT NOW" and how much you really accomplished for us with that program. It is, therefore, most welcome to us that this book gives us a permanent record of this association with you.

From a personal point of view this association has been a most enjoyable and rewarding one, and I am deeply appreciative of the dedication of this book to me along with Mr. Paley and of the inscription you and Fred included in my copy.

With warm personal regards.

Sincerely,

Chief

IWW:meg

Alcoa

September 12, 1955

Dear Art:

Thanks for the note about Pontiac. It won't be like old times.

As ever yours,

Mr. Arthur P. Hall
1501 Alcoa Building
Pittsburgh 19, Pennsylvania

rh

ARTHUR P. HALL
1501 ALCOA BUILDING
PITTSBURGH 19, PENNSYLVANIA

September 1, 1955

Dear Ed:

I was delighted to learn this morning that Pontiac had purchased sponsorship of "SEE IT NOW" for the 1955-56 season.

A worthy sponsor for a worthy program!

The best of luck to you and Fred in your new association.

Sincerely,

Art

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

ALCOA

MAY 2, 1955

MR. JOHN L. FLEMING
ALUMINUM COMPANY OF AMERICA
PITTSBURGH, PENNSYLVANIA

MANY THANKS YOUR LETTER APRIL 28 STOP

REGRET THERE IS JUST NO WAY FOR ME TO

MAKE THE CEREMONIES ON THURSDAY.

ED MURROW

202-550-43

184

Aluminum Company of America

Pittsburgh 19, Pa.

April 28, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

I am sure you are busy, and I know I am, so I will be brief. There are just three things I want to cover:

1. Your performance here last Thursday night is still being talked about with much enthusiasm. Everyone is delighted about the way things went, and those of us responsible for dragging you out here are very grateful to you. I suppose it is because your previous appearances in Pittsburgh were before outside groups, but this most recent talk has caused a much greater reaction in Alcoa than any of the others. Everyone is talking about it, and while I know it was a chore, I honestly feel that it did everyone involved in the endeavor a lot of good.

2. We were all delighted with last Tuesday night's program. It had a lot of interest and a lot of drama, and I feel is one of your better efforts. We were also greatly pleased with the commercial treatment we received, and I thank you for taking our message about identification, etc., back to New York. Like your speech here, I would say Tuesday night's show came at a very opportune time.

3. I am enclosing herewith some details on our party in Cleveland next week, and I hope you will be able to attend. We expect Secretary Talbott, Assistant Secretary Lewis, and General Twining, General Rawlings, et. al. to attend, and I am sure that there will be a lot of your friends in the five hundred or six hundred people who will attend. I'm also sending an invitation to Fred and maybe the two of you can run out. Let us know if you're going to be there.

Thanks again for making the talk here and I will hope to see you next week.

Best regards.

Cordially,

John

John L. Fleming
Assistant Director of
Public Relations

JLF/rr

184

Aluminum Company of America

Pittsburgh 19, Pa.

April 28, 1955

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

On Thursday, May 5, 1955, an event of outstanding significance to the nation is scheduled to take place in Cleveland, Ohio, when the first complete plant of the United States Air Force's heavy press program will go into operation. The plant's main installations -- two hydraulic forging presses, one capable of exerting 35,000 tons of forging pressure, and the other with a maximum of 50,000 tons -- make a valuable contribution to America's industrial production facilities.

On behalf of the Air Force and Alcoa, it is my pleasure to invite you to attend the dedication ceremonies on that date, and to inspect the new plant in company with officials of government, the armed services, and industry. The dedication program will begin at 11 a.m., EDT, and the principal speaker will be Honorable Harold E. Talbott, secretary of the Air Force. The program, which will end at 2:30 p.m., will include lunch and a conducted tour of the new plant. However, we hope you will be able to join with our other guests in the Hotel Cleveland at 5 p.m. for an informal reception and supper.

We are enclosing a reply card which we will appreciate your filling out and returning to us as soon as possible, so that we can complete our arrangements for the dedication program, and provide you with adequate transportation to and from the plant site at 1000 Harvard Avenue.

We sincerely hope you will find it possible to be with us in Cleveland on May 5. You may be assured we will complete any arrangements we can that will make your visit as enjoyable and informative as possible.

Very truly yours,

I. W. Wilson

I. W. Wilson
President

IWW/vms

☐ I plan to attend the dedication of the United States Air Force plant.

I will arrive at approximately..... (a.m.) (p.m.) on May ..... at:

- ☐ Cleveland-Hopkins Airport
- ☐ Cleveland-Union Terminal
- ☐ Euclid Avenue-Pennsylvania Railroad Station

My flight ☐ number is ..... on (airline) .....

My train ☐ (railroad) .....

I will be registered at the ..... hotel.

☐ I plan to attend the reception and supper at Hotel Cleveland.

☐ I will be unable to attend the dedication.

☐ I will be unable to attend the reception and supper.

.....

Signature

THE HONOR OF YOUR PRESENCE IS REQUESTED

AT THE DEDICATION

OF THE

United States Air Force

HEAVY PRESS PLANT

AT

Aluminum Company of America's

CLEVELAND WORKS

THURSDAY, MAY 5, 1955

AT 11 O'CLOCK

LUNCHEON, NOON
R.S.V.P.

COCKTAILS & BUFFET SUPPER, 5 P.M.
HOTEL CLEVELAND

ALCOA

April 28, 1955

Dear Art:

Had a most gracious letter from Chief. What a pleasure it is to work for such a group of men and to be accepted as one of them.

Liked the commercial last Tuesday night, but where was my coffee pot.

As ever yours,

Mr. Arthur P. Hall
Aluminum Company of America
1501 Alcoa Building
Pittsburgh 19, Pennsylvania

rh

ARTHUR P. HALL
1501 ALCOA BUILDING
PITTSBURGH 19, PENNSYLVANIA

April 22, 1955

Dear Ed:

I know that Chief has expressed for all of us our appreciation of the fine job you did for us last night --- but, I can not let the occasion pass without adding my "thanks" for a very fine job that was appreciated by all your Alcoa friends.

Sincerely,

Art

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City, N. Y.

ALCOA

April 28, 1955

Dear Chief:

I really enjoyed the occasion in Pittsburgh, as indeed I always do. The feeling that I was accepted as one of the group warmed me considerably.

If I may say so, I thought the new commercial on last Tuesday night's program was in excellent taste and likely to be effective.

As ever yours,

Mr. I. W. Wilson
President
Aluminum Company of America
Pittsburgh 19, Pennsylvania

rh

Aluminum Company of America

I. W. WILSON
PRESIDENT

Pittsburgh 19, Pa.

April 22, 1955

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

Being somewhat familiar with your working schedule, I recognize that our occasional calls on you for public appearances in our behalf must be somewhat of an imposition. The fact that you always respond so graciously in no way lessens our very real appreciation.

Your talk last night to our Engineers group was a great success. I am sure you sensedthis, but I want you to know that after the meeting many of our people made a point of telling me that they considered your talk the best of any that had been given to that group. All seemed particularly enthusiastic over the question and answer period and were greatly impressed with the frankness as well as the soundness of your responses to their questions.

I wish to add my personal thanks to you for having been with us and hope that your return trip to New York was comfortable and without any untoward incidents.

Sincerely,

Chief

IWW:meg

38

ALCOA

Aluminum Company of America

ARTHUR P. HALL
VICE PRESIDENT

Pittsburgh 19, Pa.
April 28, 1955

noted by J.F.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City, N. Y.

Dear Ed:

I cannot let the opportunity go by without passing on to you the comments of a number of our officials and especially, the reaction of Chief Wilson to your program last Tuesday night.

Rather than quote four or five people individually, it boils down to --- "That was a fine dramatic program -- the kind we like the best."

We have talked about there being a little too much talk in some of the programs of late and we all feel that last Tuesday's program is typical of what we, as the sponsor, feel is the type of program that does us the most good.

I continue to hear fine remarks about your warm friendly talk to our engineers last Thursday night. Thanks again for doing this job for us. It has done you and us a lot of good!

Sincerely yours,

Art

ARTHUR P. HALL

APH:glm

ALCOA

TELEGRAM

This Copy for

- [ ] TELEGRAPH OFFICE
- [x] CONFIRMATION
- [ ] FILE
- [ ]

DATE APRIL 18, 1955
3:30 P.M.

TO EDWARD R. MURROW
CBS TELEVISION
485 MADISON AVENUE
NEW YORK 22, NEW YORK

RE YOUR TRIP TO PITTSBURGH NEXT THURSDAY, APRIL 21, ALCOA AIRPLANE WILL PICK YOU AND ZOUSMER UP AT THE MARINE TERMINAL, LA GUARDIA FIELD, BUTLER OPERATIONS AT NOON ON THURSDAY. WE WILL FLY YOU BACK IMMEDIATELY FOLLOWING THE DINNER THURSDAY NIGHT. THE MATTER OF QUESTIONS FROM THE AUDIENCE IS ALL SET UP AND WE WILL HAVE THEM. REGARDS.

JOHN L. FLEMING
ALUMINUM COMPANY OF AMERICA

S. F. 1202 1½MM 1-54 PRINTED IN U.S.A.

2249

Aluminum Company of America

New Kensington, Pa.

March 21, 1955

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I wish to apologize in the delay in getting your farm buildings covered with aluminum farm roofing. The material was shipped some time ago and has been at your farm. I contacted the roofing firm of Rogers & Maine and they now tell me that they can start after the 1st of April. I will continue to push them and hope they will start at this date.

Today we are shipping an aluminum pole gate for you to place across your private road. The gate was shipped to your farm by freight and another package containing hinges and a sign is being shipped separately by parcel post. This box also contains a sketch showing how the gate should be mounted to a creosote treated post. I asked Minnesota Mining and Manufacturing Corporation to prepare the aluminum sign reading "PRIVATE ROAD" with a reflecting material. This has been sent along with their compliments.

When I saw you in New York, I suggested the farm family of Elwood Sampson of Wakefield, Nebraska, as a subject for the farm story you planned to do for "SEE IT NOW" program. I saw this family in the past week and withdraw my recommendation as I don't believe you will find them suitable. I now suggest that you look over the farm family of Morris Thomson also of Wakefield, Nebraska, as a likely candidate. Mr. Thomson is a tenant farmer who has done very well on a farm that had previously been owned by his father but was lost during the tough farm years in the '30's. They have a daughter attending Wakefield Public High School and a son attending a rural farm school that is one of the most modern in the state. The rural school in this district was lost one year ago in a tornado and this modern building replaces it. Mr. Thomson raises corn and feeds sheep, steers and hogs. He is well known in that area as a successful tenant farmer.

I hope that these arrangements are satisfactory and that the aluminum gate fills the requirements. I plan to be on your farm when they apply the aluminum roofing sheet and will be glad to help your manager in placing the gate if he needs it.

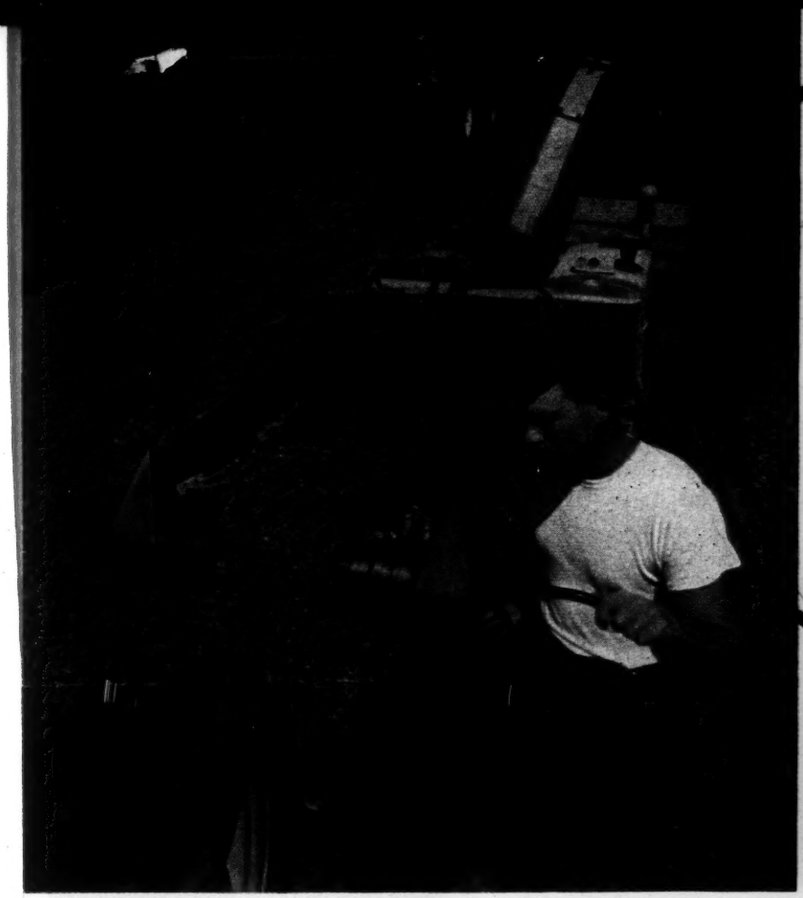
Very truly yours,

ALUMINUM COMPANY OF AMERICA

H. H. Nuernberger

H. H. Nuernberger, Head
Agricultural Section
Sales Development Division

HHN:cjs



John Dane uses mow-rake-chop system

Regular haymaking equipment is used by Dane to feed his 40-cow herd. In the morning, he mows and rakes enough for 2 loads. It is then chopped immediately into 2 self-feeding wagons. One load is fed right away, the other in the evening.

Most of Dane's green chopped forage came from 27-acre field. He started cutting outside of field on May 4. When he reached middle of field, the outside was ready again. If growth got ahead, he made hay or silage; if behind, he chopped from other fields. Grass-legume mixture was fed until October 20. Dane and other feeders shown live in Johnson County, Iowa.

Photographs: Pease

Bernard Kozik uses self-unloading wagon

A direct-cut chopper and self-unloading wagon are the key machines in Kozik's beef-feeding operation. Wagon carries 2 tons of green chopped forage which is elevated into string of bunks. Forage is chopped and fed morning and night to 150 head.

Kozik started feeding grass-legume green chop first week in May. Added to the green forage are 2 to 3 bales of hay, 8 to 10 pounds of corn per head, and ½ to 1 pound of 11-percent high-molasses protein feed per head. Cattle go into dry lot August 25. Both gra[illegible] and corn are fed.

Alcoa

January 7, 1955

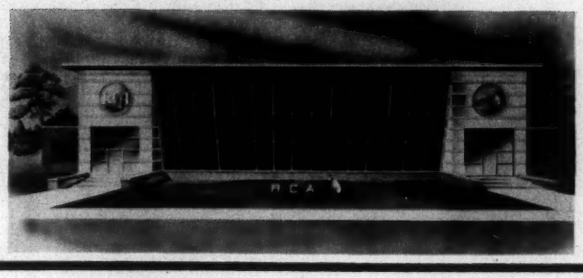
Dear Mr. McMillan:

Sorry to have delayed so long in answering yours of December 3rd. It would seem to me that ALCOA might consider the possibilities of doing a commercial in the Charlotte Coliseum comparable to the one they did on the Tabernacle in Salt Lake City. However, neither Friendly nor I have anything to do with the commercials on the show. Maybe it would be helpful if you put your suggestion to John Flemming of ALCOA.

Sincerely yours,

Mr. J. P. McMillan
President
Southern Radio Corporation
1625 W. Morehead Street
Charlotte, North Carblina

rh



SOUTHERN RADIO CORPORATION

1625 W. MOREHEAD ST. • PHONE 6-4461 • CHARLOTTE, N. C.

JAMES P. McMILLAN
PRESIDENT

December 3, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Through the efforts of Mr. Charles Crutchfield of our Radio Station WBTV and the Aluminum Company of America, we are endeavoring to see if the Charlotte Coliseum could be featured on one of your ALCOA programs. The aluminum roof of the new Charlotte Coliseum is really the largest aluminum roof in the world, and it is a fact that the Charlotte Coliseum dome is the largest dome in the world.

As Chairman of the Building Committee of this new Charlotte entertainment center, I am sending you a brochure which will give you some information about our new Coliseum.

Incidentally, my main hobby is the Charlotte Boys Choir, a Rotary youth activity and I am enclosing one of our souvenir programs. Just as a thought, this 80-boy Choir could be used in connection with the Charlotte Coliseum story and, properly produced, I think it could be made into a most interesting program.

I will appreciate very much your comments on the above and whether or not you think something could be possibly worked out.

Sincerely,

"Carolina Home of the Victor Dog"

Jas. P. McMillan

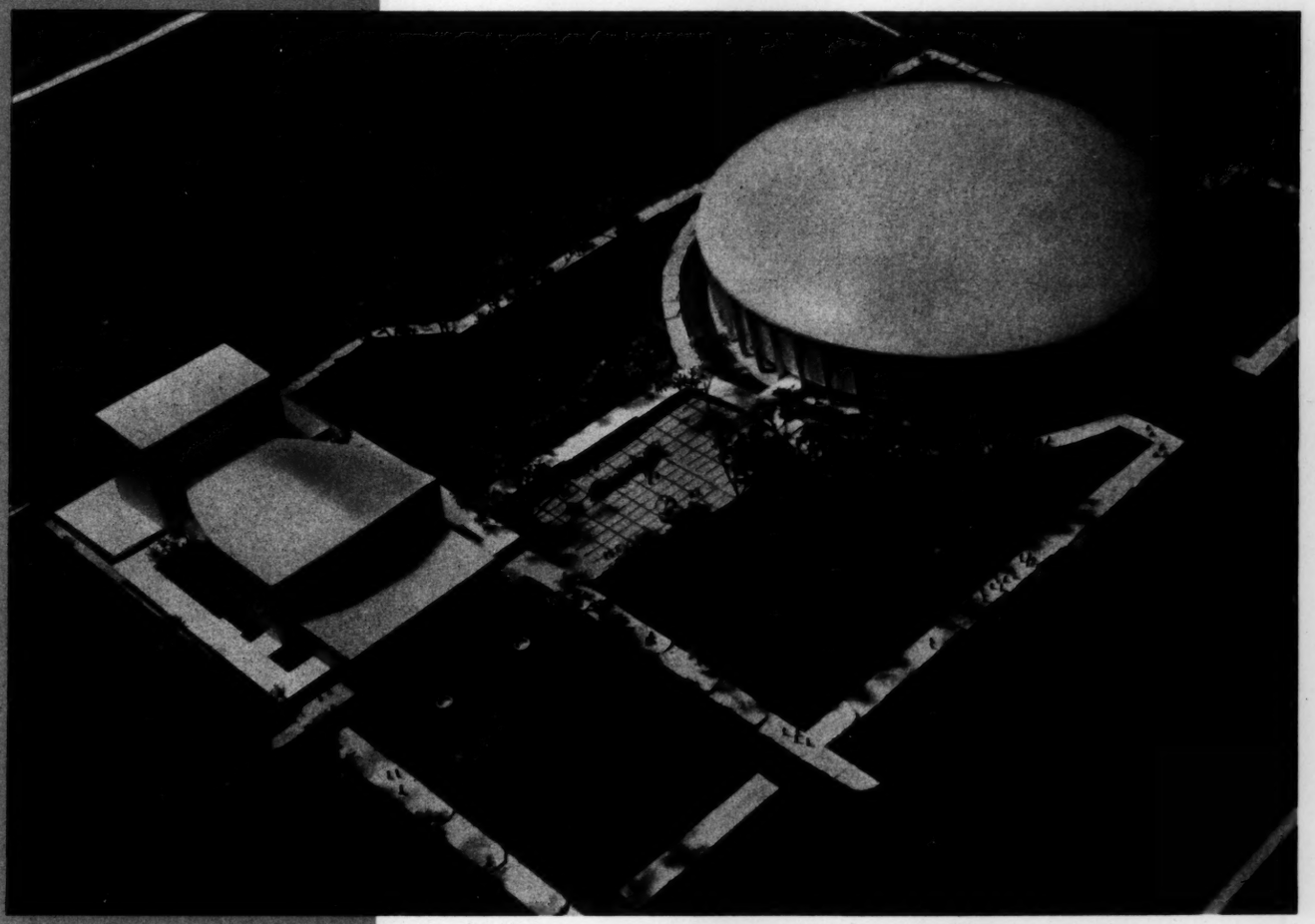
JPM:s

Charlotte

● THE METROPOLIS OF THE TWO CAROLINAS

NOW OFFERS YOU
THE FACILITIES OF ITS
MAGNIFICENT
FOUR-MILLION-DOLLAR

AUDITORIUM AND COLISEUM



A. G. ODELL, JR. AND ASSOCIATES, ARCHITECTS

SCHEDULED FOR COMPLETION APRIL 1955

AUDITORIUM ENTRANCE WITH COLISEUM IN BACKGROUND

CHARLOTTE'S MAGNIFICENT AUDIT
1955. FOUR MILLION DOLLARS IS E
FACT, WILL BE ONE OF THE LARGES
THIS SUPERB PLANT IS LOCATED WI
DRIVING TIME FOR OVER ONE MILL
THE TWO BUILDINGS, WHICH ARE

THE AUDITORIUM

The air-conditioned and sound-proof Auditorium has been planned for the faultless presentation of musical shows, plays, concerts, operas, symphonies, ballets, radio and TV shows, and all types of theatre attractions. In addition, it can also be used for conventions and mass meetings of various kinds where smaller facilities than those of the Coliseum are desired.

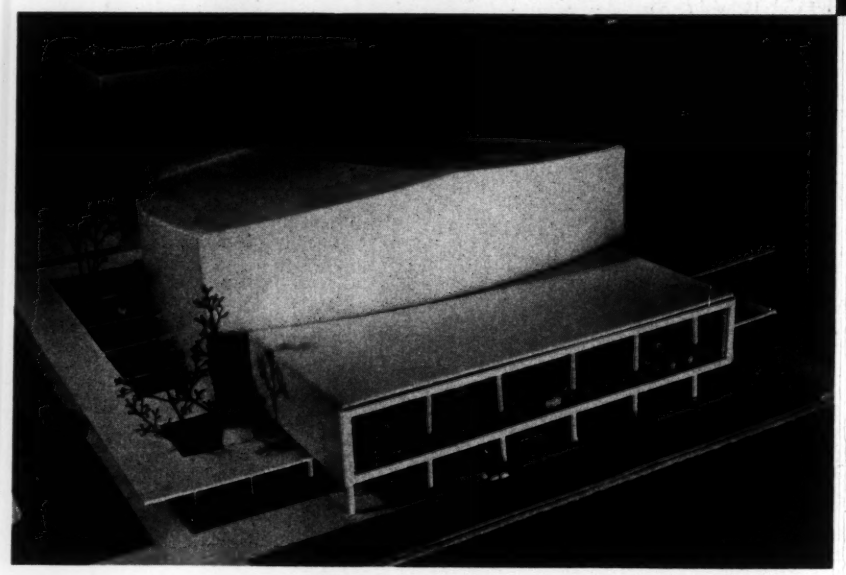
Many detailed studies were made to determine the optimum seating facilities for 2,500 persons and to meet the varied requirements of theatrical productions. A stage 100 feet wide and 50 feet deep has been provided behind the 60 foot proscenium. Back stage, there are dressing rooms for stars, performers and choruses; and large areas have been set aside for equipment and scenery. On the bottom level there are additional toilets, showers, lounge rooms, orchestra dressing rooms, and storage rooms.

Entering the Auditorium, the patron goes through a brilliantly-lighted lobby. On the second floor is a large, semi-darkened lounge. This lounge has complete concession facilities for the convenience of patrons during intermissions.

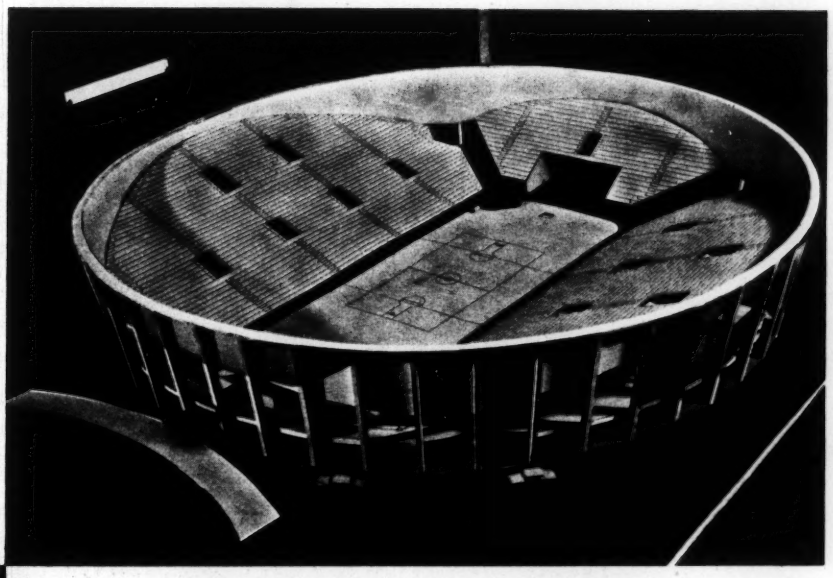
All the 2,500 seats in the Auditorium have an excellent view of the stage. And the acoustically-perfect construction makes it possible for those in the extreme rear of the building to hear without difficulty.

An enormous number of preliminary studies and models of possible designs were made by the architects to arrive at the final designs for these buildings, which combine economy of construction and maintenance, safety, flexibility, ease of circulation, beauty, and maximum usages and appointments. The simple expressions of the structural forms produce a quiet, positive character which readily identifies the purpose of each of these buildings.

MODEL OF AUDITORIUM AT ENTRANCE



UDITORIUM AND COLISEUM ARE EXPECTED TO OPEN THEIR DOORS TO AN EAGER PUBLIC BY APRIL
IS BEING SPENT TO MAKE THESE STRUCTURES THE FINEST IN THE SOUTH. THE COLISEUM, IN
RGEST IN AMERICA. BEING CONSTRUCTED ON CHARLOTTE'S SIX-LANE CROSSTOWN BOULEVARD,
WITHIN 15-MINUTES DRIVING TIME FROM THE HEART OF THE CITY, AND WITHIN ONE HOUR'S
MILLION PERSONS. AN ENORMOUS PARKING LOT WILL HANDLE OVER TWO THOUSAND CARS FOR
ARE PHYSICALLY SEPARATED IN ORDER TO ISOLATE THEIR RESPECTIVE ACTIVITIES AND TRAFFIC.



MODEL OF COLISEUM WITH DOME REMOVED

THE COLISEUM

The Coliseum's roof is the largest structural steel dome in the world, spanning over 332 feet at extreme diameter. It will have permanent fixed seats for 10,000 persons plus portable seats for the main floor which will increase capacity, when needed, to 13,500. The isles ond passageways are so designed that, despite this enormous seating capacity, the building can be emptied within four minutes.

This ultra-modern structure was carefully designed and planned to accommodate a variety of attractions ranging from basketball, circuses, ice shows, ice hockey, horse shows, rodeos, etc.—to large exhibitions and conventions. Complete ice rink facilities will be included. There is also space at one end for a large stage for the appearances of speakers or stars that would attract enormous crowds. Its appointments are also perfect for large political conventions, mass religious activities, and related events. Full concession facilities will be included for serving both large and small groups.

Services have been carefully located to provide large amounts of open space for exhibits, meetings, storage, additional dressing rooms and other special purposes. Overhead type doors can be dropped to partition off certain areas when needed. On the second level a large glass enclosed concourse surrounds the entire seating area.

The circular shape of the building gives a maximum square-footage for the perimeter and places the greatest majority of the seats at the sides of the arena floor and a minimum number at the ends. To add beauty, bright primary colors are used throughout the interior.

ALMOST TWO MILLION PEOPLE LIVE WITHIN SIXTY MILES OF CHARLOTTE

The management of this vast enterprise will be placed in competent and experienced hands. Facilities will be provided for the advance sale of tickets, for the filling of mail orders, and for the proper advertising and promotion of all attractions booked.

The wealthy and fast-growing Piedmont area of the Carolinas, of which Charlotte is the center, offers a market eager for the best in entertainment. Your inquiries are invited.

FOR FULL INFORMATION
ADDRESS:
AUDITORIUM-COLISEUM AUTHORITY
ROOM 200
CITY HALL
CHARLOTTE, NORTH CAROLINA

LITHOGRAPHED BY WASHBURN PRINTING COMPANY

Charlotte Boys Choir

CREDITS

Make-up by Helena Rubinstein, New York
Choir robes by E. R. Moore Company, Chicago
Choir jackets by Maple Knitting Company, New York
Choir trousers by Sobel & Goldman, New York
Choir caps by Markow & Brandwein Company, New York
Choir shirts by W. Koury, Asheboro, N. C.
Choir hats by Pekett Headwear Company, New York
Outfitters for Choir—Belk Bros. Co., Charlotte, N. C.
Choreography by Harry Grose
Bubbles by Mecklenburg Specialties, Inc., Charlotte, N. C.
Sound by RCA Victor
Steinway The Official Piano of the Choir
Transportation—Queen City Trailways

PROGRAM

Photographs by Kugler's Studio, Charlotte, N. C.
Paper by Caskie Paper Company, Charlotte, N. C.
Design and engravings by Charlotte Engraving Company, Charlotte, N. C.
Printing by Observer Printing House, Charlotte, N. C.

Charlotte Boys Choir visits beautiful Bok Tower—Lake Wales, Florida.

Joe Helms and Caleb Barnhardt in their sensational jitterbug dance.

"There No Business Like Show Business," featured by the Watkins twins, Eddie Davis and David Brunson.

Charlotte Choir boys have many interesting friends in the entertainment world. Spike Jones tells his little friend Douglas Crawford how to put over his song.

The SPIRIT of Young America

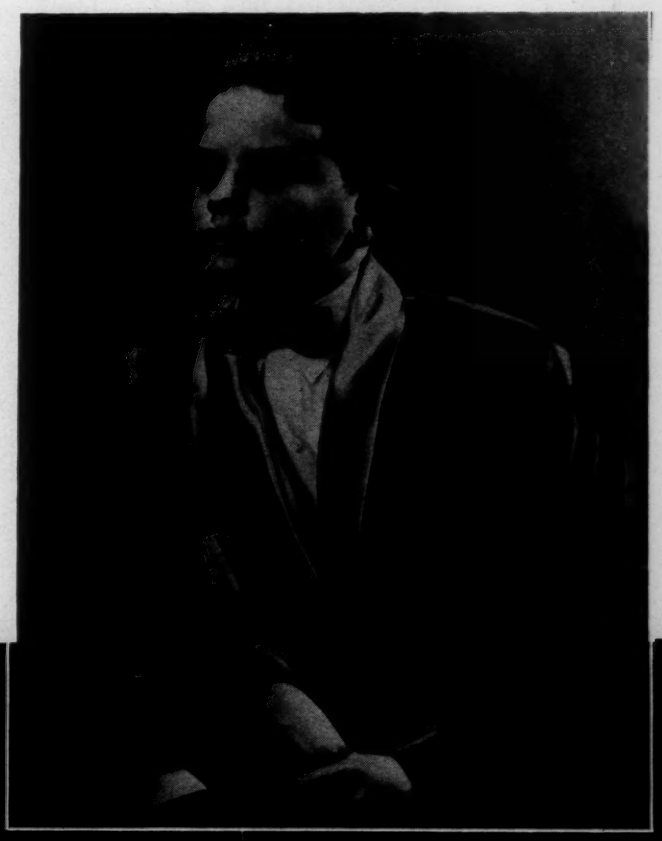
Those close to the development of the Charlotte Boys Choir believe that it exemplifies all that is best in boyhood—that it truly reflects *the spirit of young America.* Disciplined singers, yes. But these boys, while domesticated, are not tamed. The natural spontaneity of boyhood comes to the surface in their entertainment. The audience goes away with a new lightness to their steps and a song in their hearts captured from the sheer exuberance and gaiety of the program.

Everyone is interested in how the Charlotte Boys Choir got that way. It's a grand story. *A story of The Rotary Club of Charlotte* with an interest in boys—and in Americanism. A human, fun-loving handful of men in that club with time and energy to devote to something unique in boys work projects. A story of an organization so attractive and so entertaining that it now is pratically self-sustaining, so much in demand that its engagements have to be carefully limited.

The Charlotte Boys Choir was started in 1947 under the affectionate management and inspiring leadership of Rotarian James P. McMillan. In a few short years—years of fun and hard work and incessant practice—the Choir was being heard coast-to-coast on CBS and NBC, appearing as guest stars with Vaughn Monroe, Spike Jones and many other outstanding personalities in the entertainment field.

The Charlotte Boys Choir is something more than just a choir. It has become one of the most unique musical organizations in the country, presenting a full length musical show with novelty numbers impersonating many outstanding entertainers of the stage, screen, radio, and television. All of this, moreover, is done by boys from nine to twelve years old.

The boys have been to New York as special guests of the Mayor. They have visited the Queen Elizabeth

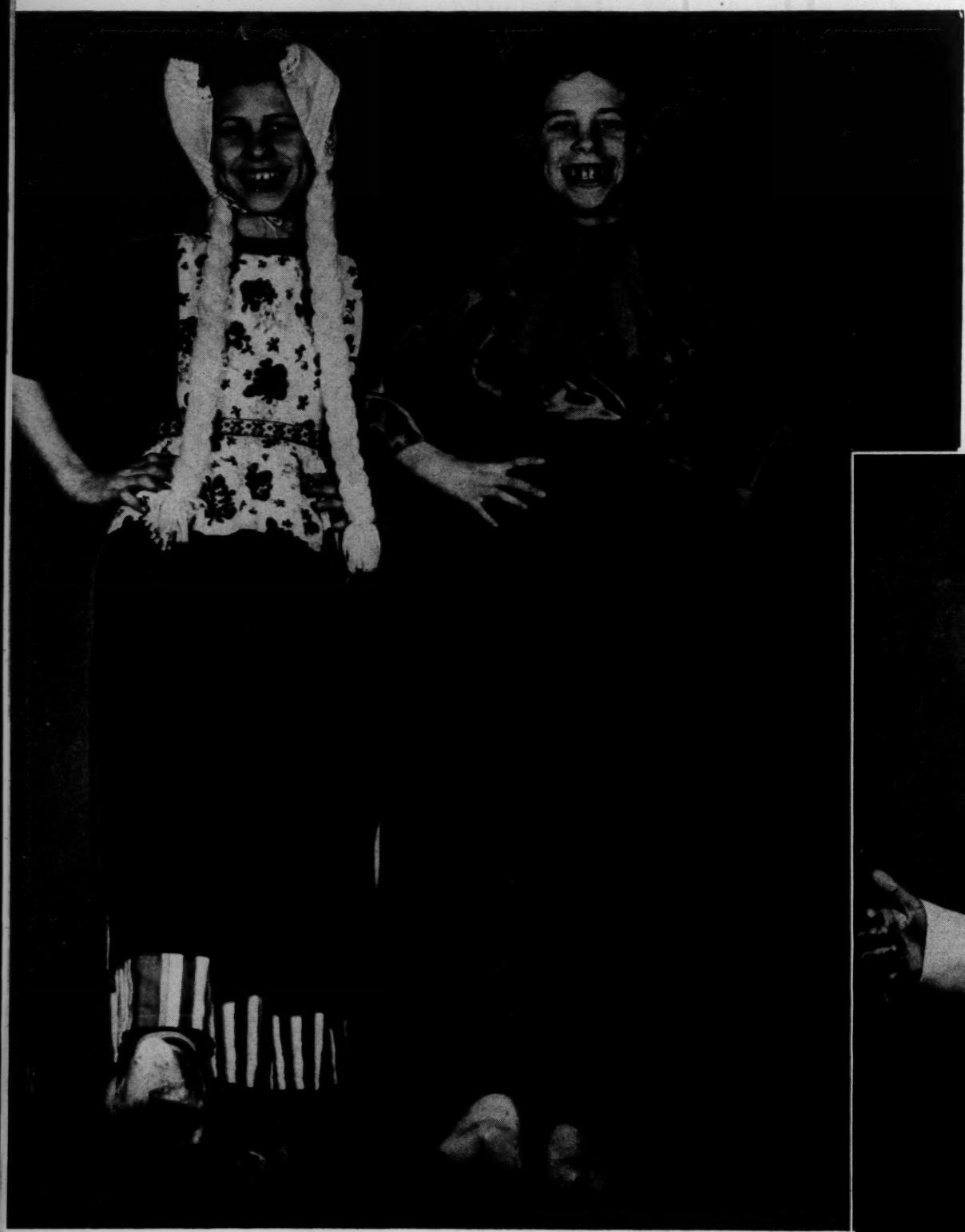


John McCorkle, one of the most talented and versatile boys in the Choir, is not only one of the featured soloists, but amazes the audience with his piano solo on the Steinway grand.

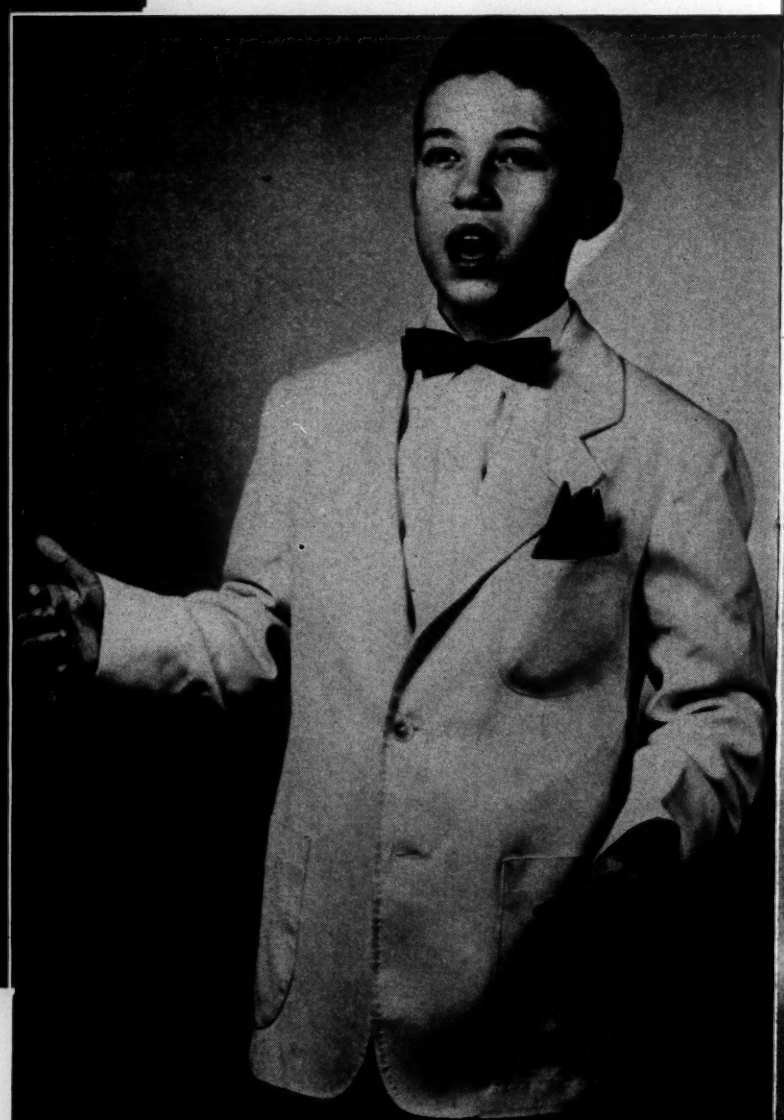
as guests of the Captain. Their New York concert schedule included appearances at Madison Square Garden, the Waldorf-Astoria, the Commodore, and the Statler hotels. More recently they have made a Florida tour, appearing at some of the largest auditoriums, such as Savannah, Ga.; Daytona Beach, Orlando, and the beautiful new Dade County Municipal Auditorium at Miami. Here they were enthusiastically received and royally entertained. The Choir had the honor of being the first live talent show to be televised in the Carolinas over WBTV.

But while in showmanship and public acclaim the Charlotte Boys Choir has attracted national attention, its sponsors attach even more importance to the work as an experiment in youth service and democracy in action. At beautiful Transylvania Music Camp, near Brevard, N. C., as well as at regular Wednesday evening and Saturday morning practice workouts, these bright boys from varied background and many different schools are growing into well-rounded individuals. Truth is not hard to learn when it is taught along with the beauty of music. Character is the natural end-product of discipline and a need for co-operation not encountered by boys in their usual games and pursuits. During the past six years many of our past choir members have become leaders of various school activities and functions. Thus this Choir, with its changing membership from year to year, is a unique vehicle for building *the right kind of citizenship* in a time that desperately calls for responsible citizens!

The Choir, eighty boys, travel in two large air-conditioned Queen City Trailway busses, with a special truck for the many wardrobe trunks, sound equipment, and lights.



Dutch costumes direct from Volendam, Holland, are modeled by Tommy Ipock and Herbie Smith in their "Little Dutch Mill" number.



J. D. Sturdivant holds the audience when he sings "Danny Boy."

Tony Lingerfelt, a most interesting little boy, is one of the big hits of the show when he sings "Seven Lonely Days" and "Your Cheating Heart."

You will really think you are in Hawaii when Stephen Miller gives out with his Hawaiian singing and dancing.

The boys were really out of this world when they saw the beauties water skiing at Cypress Gardens, Florida.

Every boy loves a circus, but here three Choir boys pose with "Min-yah," the Ringling Bros., Barnum & Bailey elephant, featured in the award winning picture "The Greatest Show on Earth."

Big time baseball is another attraction for Charlotte Choir boys when they visit Florida. Here many Choir stars talk things over with Billy Goodman, 2nd baseman for the Boston Red Sox.

Emmett Kelly, internationally famous circus clown with Ringling Bros., Barnum & Bailey, has the time of his life with Charlotte Choir boys.

Boys visit the Winter home of Thomas A. Edison at Fort Myers, Florida. They sing with one of the first phonograph records and are presented with one of the very first records; also one of the very first incandescent lamps.

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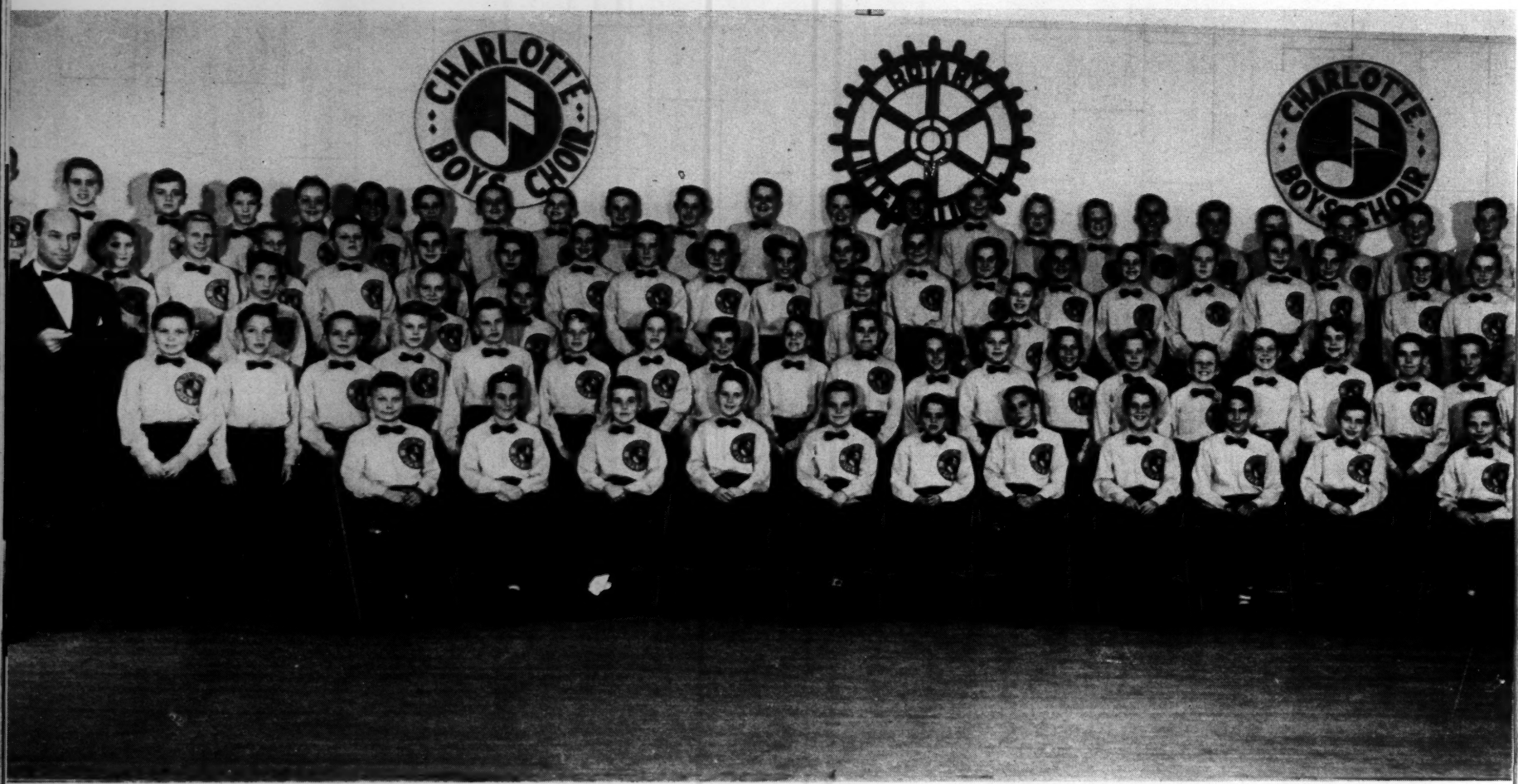
MR. RAYMOND BRIETZ
Director

MR. JAS. P. MCMILLAN
Manager

MR. LANIER BISHOP
Accompanist



PART I

(1) THIS IS MY COUNTRY ..... John McCorkle & Choir

(2) GOD OF OUR FATHERS ..... Choir

(3) HE LEADETH ME ..... Choir

(4) AVE MARIA ..... Charles Payne & Choir

(5) THE LORD'S PRAYER ..... John McCorkle & Choir

(6) SIDE BY SIDE ..... Joe Garner
FIVE FOOT TWO

(7) IT'S A GRAND NIGHT FOR SINGING ..... J. D. Sturdivant
DANNY BOY

(8) WAY UP IN NORTH CAROLINA ..... Butch Little, Jerry Griffin & Choir

(9) SENTIMENTAL GENTLEMAN FROM GEORGIA ..... Kenny Green

(10) CHANGING PARTNERS ..... John McCorkle
ALWAYS

Charlotte Boys Choir

Sponsored by
CHARLOTTE ROTARY CLUB
CHARLOTTE, NORTH CAROLINA

(11) THE JITTERBUGS ..... Joe Helms, Caleb Barnhardt

(12) PEGGY O'NEILL ..... Jeff Bishop, Reggie Ferguson & Choir

(13) OH JOHNNY ..... Stephen Miller

(14) Y'ALL COME ..... Butch Little & Choir

(15) PUT ON YOUR OLD GREY BONNET ..... Reggie Smith & Choir

(16) THERE'S NO BUSINESS LIKE SHOW BUSINESS ..... Roy & Tommy Watkins, Eddie Davis, David Brunson & Choir

PART II

(17) ALLELUIA ..... Choir

(18) BATTLE HYMN OF THE REPUBLIC ..... Roy & Tommy Watkins, Eddie Davis, David Brunson & Choir

(19) YOU CAN'T HIT THE BALL WITH THE BAT ON YOUR SHOULDER
Joe Garner & Choir

(20) LITTLE DUTCH MILL ..... Howard Chadwick, Tommy Ipock, Herbie Smith & Choir

(21) ROAMING IN THE GLOAMIN' ..... John McCorkle
LOCH LOMOND
I LOVE A LASSIE

(22) ANY TIME ..... Butch Little
FULL TIME JOB

(23) YOUR CHEATING HEART ..... Tony Lingerfelt & Choir
SEVEN LONELY DAYS
YOU CALL EVERYBODY DARLING

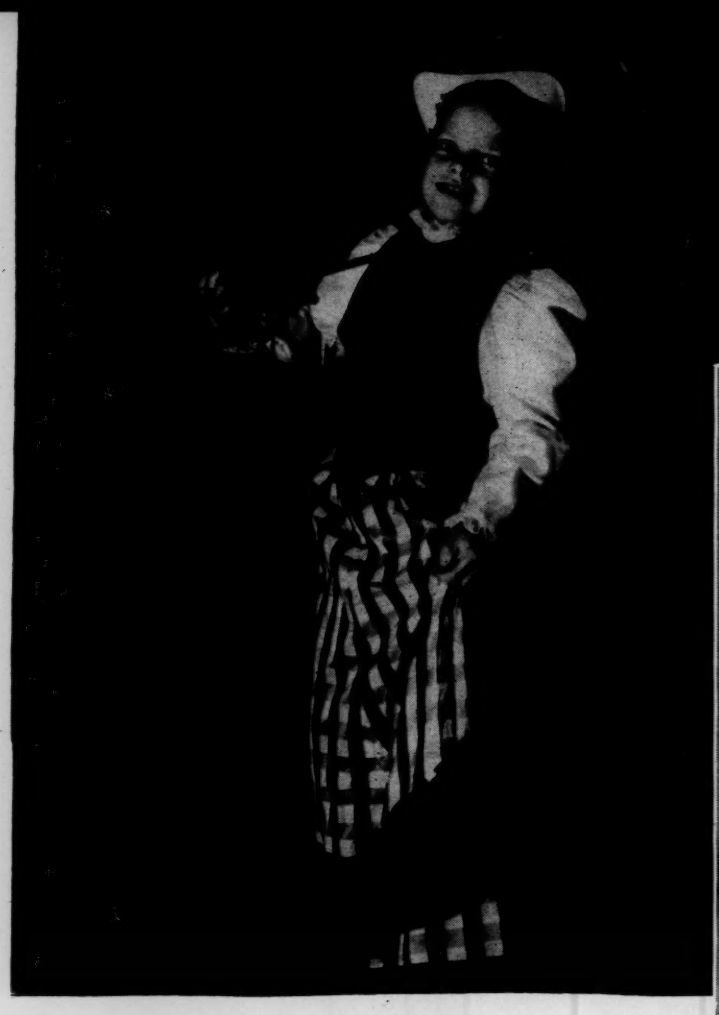
(24) PIANO SOLO ..... John McCorkle

(25) TAP DANCE ..... Tommy Ipock, Herbie Smith

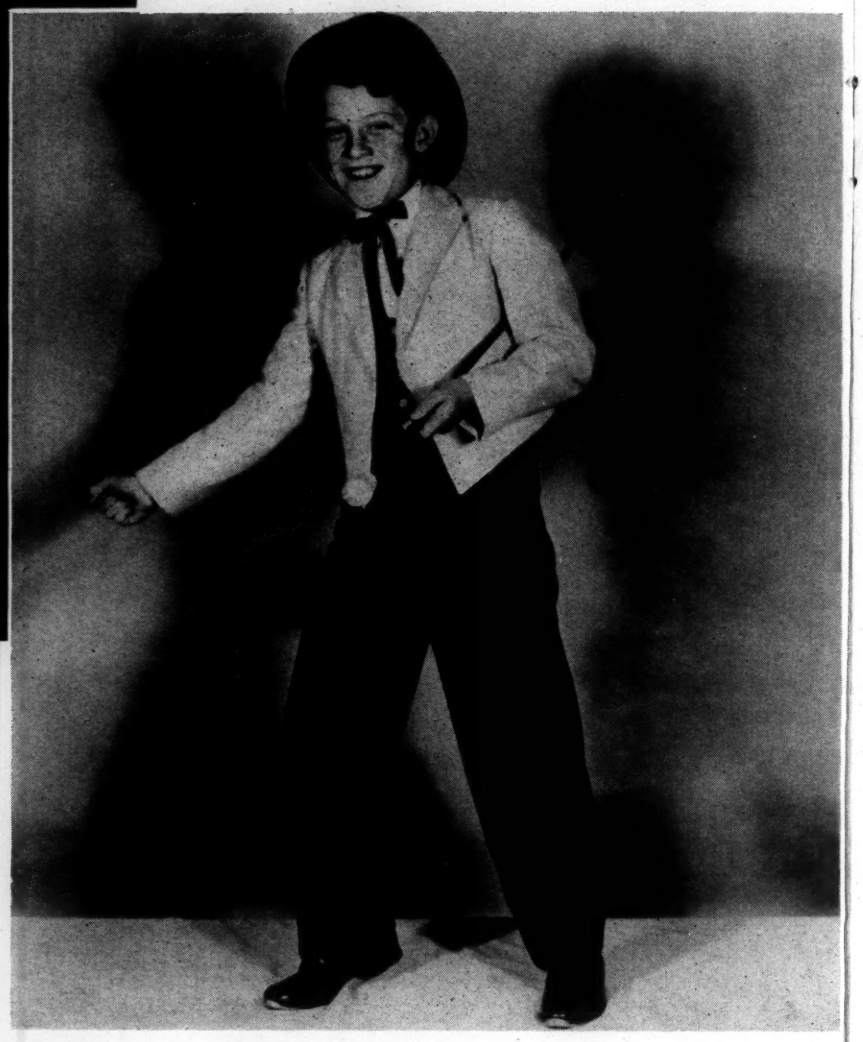
(26) LITTLE GRASS SHACK ..... Stephen Miller

(27) SOMEBODY STOLE MY GAL ..... Douglas Crawford & Deane Brunson
MY GAL SAL
HOW 'YA GONNA KEEP 'EM DOWN ON THE FARM Douglas Crawford

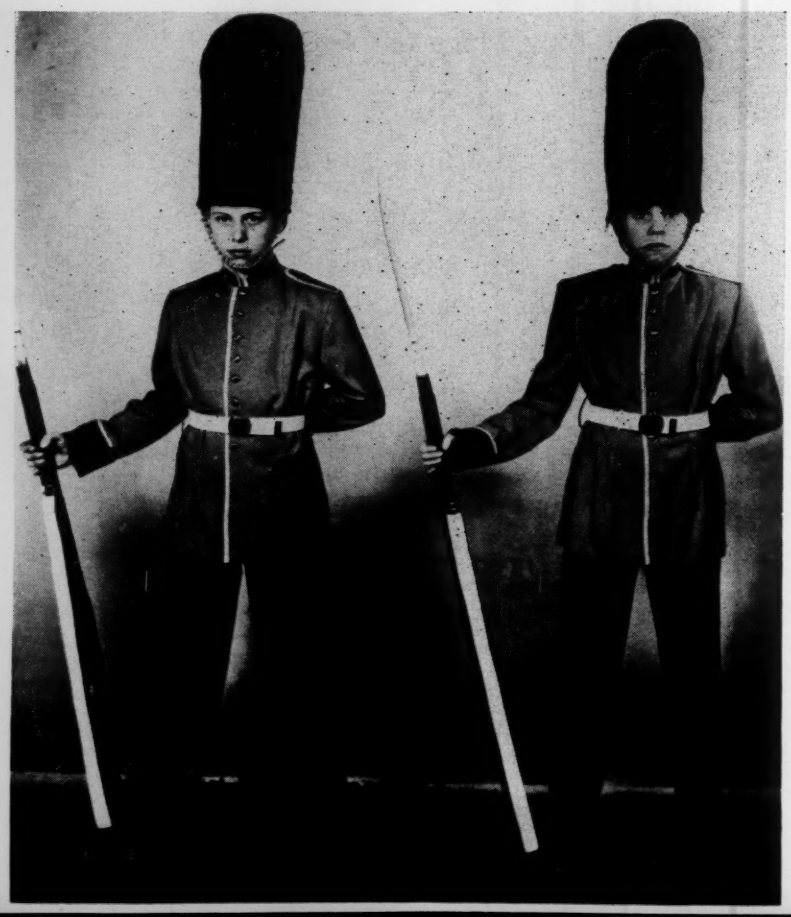
(28) THE ONLY RED WE WANT IS THE RED WE'VE GOT ..... Choir
O COLUMBIA, THE GEM OF THE OCEAN
O BEAUTIFUL FOR SPACIOUS SKIES
GOD BLESS AMERICA
YANKEE DOODLE WENT TO TOWN
I'M A YANKEE DOODLE DANDY ..... Kenny Green
YOU'RE A GRAND OLD FLAG ..... Butch Little
THE ONLY RED WE WANT ..... Tommy Ipock, Herbie Smith



Deane Brunson makes a hit at every performance with his portrayal of "My Gal Sal."

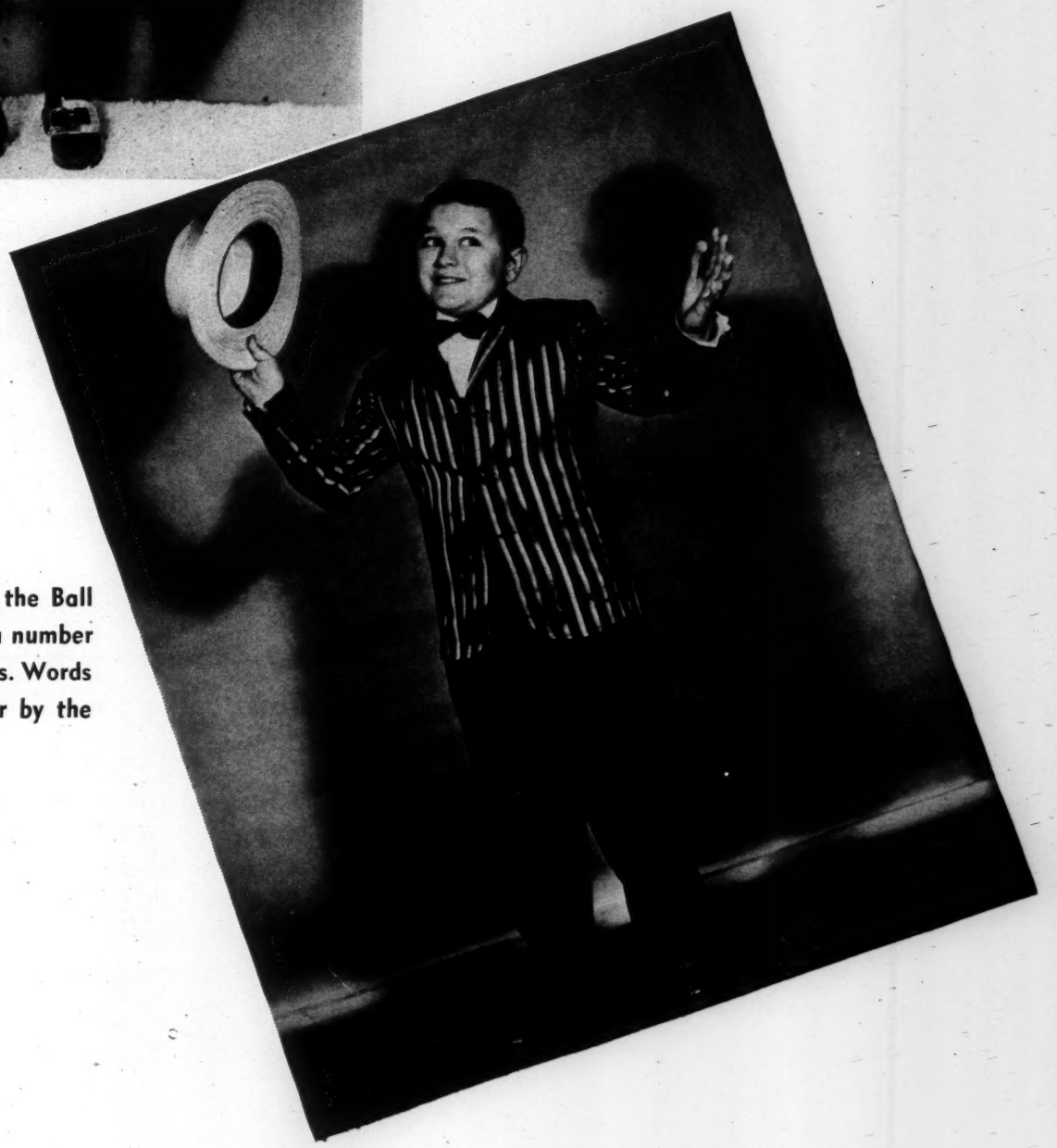


The real "Sentimental Gentleman from Georgia," Kenny Green, is another show-stopper with his song and fast tap dance routine.



Tommy Ipock and Herbie Smith, as guards at Buckingham Palace, make you think you are really in front of Buckingham Palace in London.

John McCorkle, the genuine Scotsman of the Choir, sings "Loch Lomond" in the native Scotch outfit direct from Edinburgh, Scotland.



Joe Garner sings "You Can't Hit the Ball With the Bat on Your Shoulder," a number featured in the Folies Bergere, Paris. Words and music were sent to the Choir by the star of the Folies Bergere.

CHOIR NOTES

The eighty members of the Charlotte Boys Choir are selected at auditions at the start and during the season. About one boy in five candidates finds a place. There is always a waiting list.

The boys come from a large number of public, private, and parochial schools and from varied family background. Here all are on an equal footing and each is judged on his performance—both for his singing and for his conduct.

Counselors are selected from Choir "graduates"—boys whose changing voices prevent their continued singing with the Choir. Some ten of these responsible older boys accompany the Choir on each trip. Each counselor is personally responsible for his own group of eight younger boys.

Esprit de corps is high among the membership. Let one of their number suffer misfortune and, as has been demonstrated again and again, the whole gang rallies to help and cheer him back to health.

New RCA Victor Records of the Choir are now available. A sparkling addition to your record library.

Because of the many requests, autographed pictures of many stars are available.

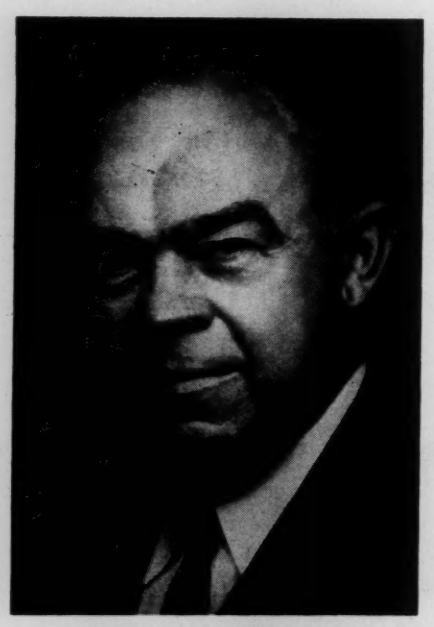
Each season the boys make many appearances along the Eastern Seaboard. They travel several thousand miles by special buses, leaving a trail of good-will wherever they go.

Reggie Ferguson as "Peggy O'Neill" wins the hearts of all, but Reggie is a real he-boy.

Jeff Bishop, the "littlest angel" of the Choir, sings "Peggy O'Neill."

Howard Chadwick, featured soloist in the Holland number "Little Dutch Mill," is one of the youngest soloists.

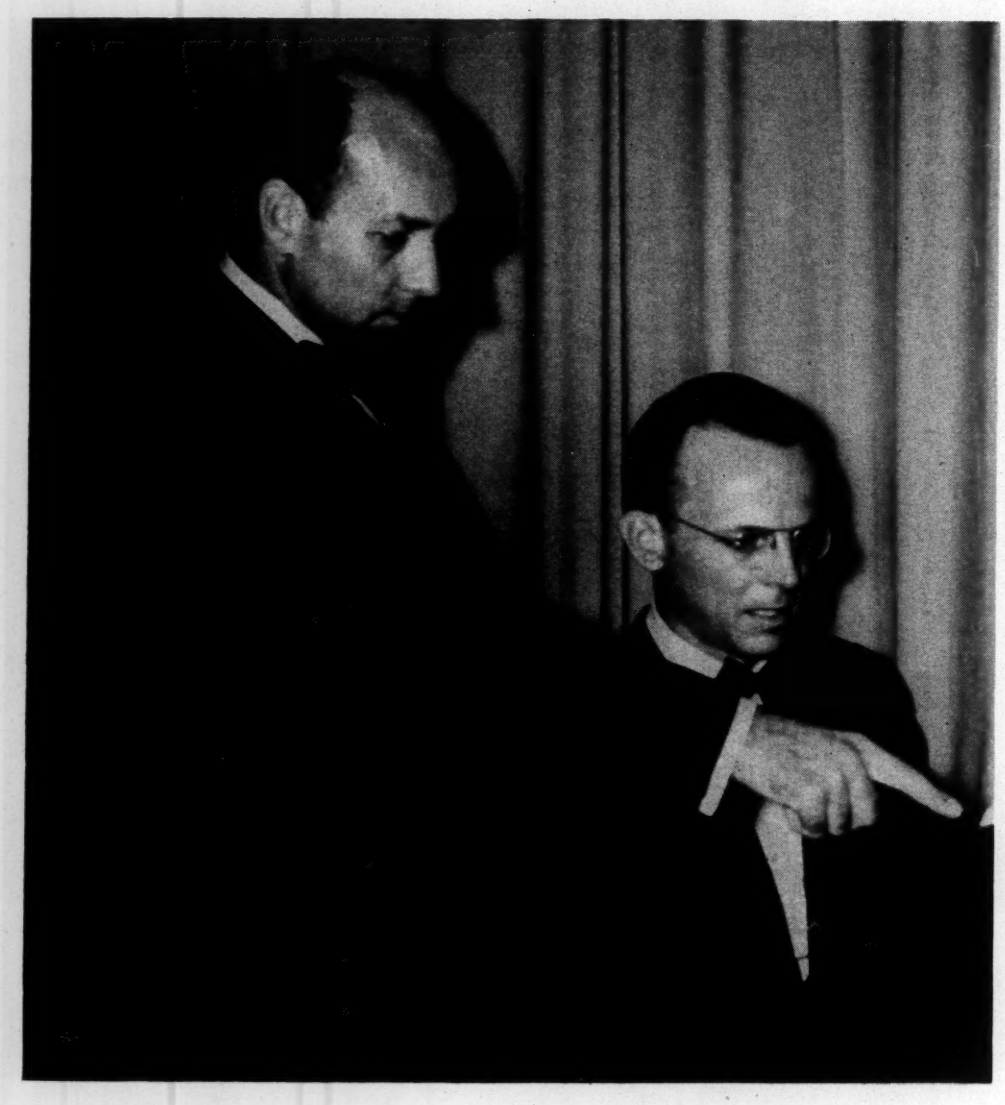
CHOIR PERSONALITIES



JAMES P. McMILLAN

As mainspring of the organization and god-father to each of the boys, Jim McMillan has been adding stars to his crown with each season as Choir Manager. In private life (if a fellow with eighty god-sons can be said to have any private life!) Mr. McMillan is the successful and progressive head of the Southern Radio Corporation, of Charlotte, N. C.

R. Powell Majors is Choir Treasurer and has the responsibility of handling all the obligations, insurance on the boys for each trip and other financial arrangements. He is also treasurer for the House of Lance in Charlotte. Al Bechtold, Public Relations Director for Lance, is Assistant Choir Treasurer.



Director Raymond Brietz in conference with Accompanist Lanier Bishop just before curtain time in beautiful Peabody Auditorium at Daytona Beach, Florida.

EXECUTIVE STAFF

Rotarian Jas. P. McMillan, *Manager*
Rotarian Powell Majors, *Treasurer*
Rotarian Al Bechtold, *Assistant Treasurer*
Rotarian Hugh Verner, *Physician*

Rotarian Raymond Brietz, *Director*
Rotarian Lanier Bishop, *Assistant Director and Accompanist*
Spencer Mims, *Assistant Director*
Evelyn Wainscott, *Assistant Accompanist*
Jack Bernie, *Bass Violin*

L. F. Scott, *Mgr., Sound, Lights and Stage*
Jack Moyle, *Asst. Mgr., Sound, Lights and Stage*

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Mrs. J. C. Ipock Mrs. James H. McCorkle
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- MEET ME TONIGHT IN DREAMLAND
- LET ME CALL YOU SWEETHEART
- I WANT A GIRL
- THE LORD'S PRAYER
- AVE MARIA
- HE LEADETH ME
- SEVEN LONELY DAYS
- YOU CALL EVERYBODY DARLING
- TAKE ME OUT TO THE BALL GAME
- SIDE-WALKS OF NEW YORK
- IN THE GOOD OLD SUMMERTIME
- WAIT TILL THE SUN SHINES, NELLIE
- ROAMIN' IN THE GLOAMIN'
- LOCH LOMOND
- I LOVE A LASSIE
- Y'ALL COME
- YOU CAN'T HIT THE BALL

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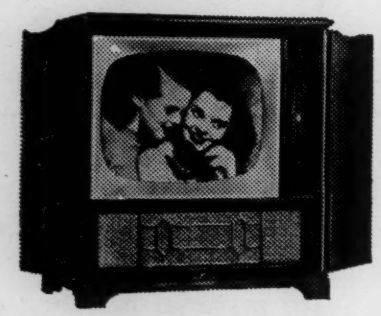

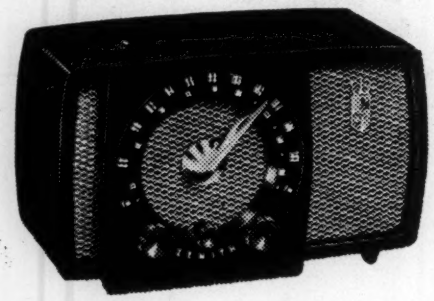

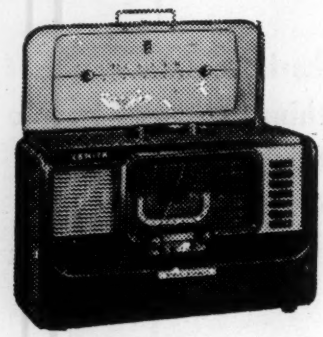

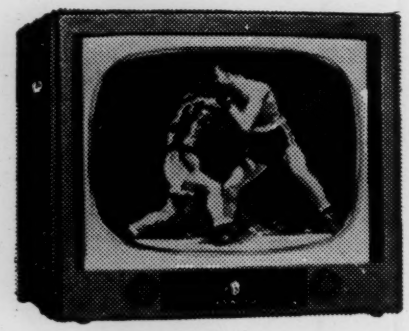

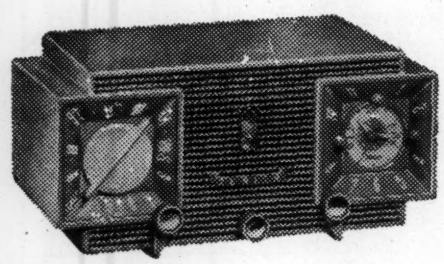

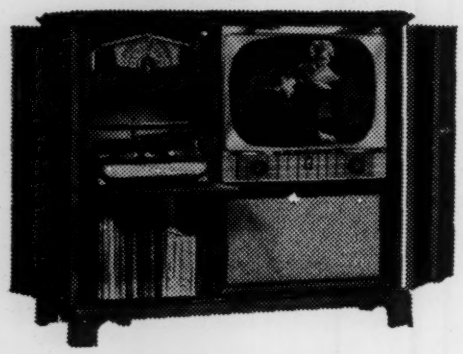

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Aluminum Company of America
Alcoa Building
Pittsburgh 19, Pa.

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I have been wanting to write to you to tell you how much our family and friends enjoy the Aluminum Company show "SEE IT NOW" which is conducted by Ed Murrow.

Your show last night on the China debate issue was simply tremendous. In these uncertain times it is really encouraging to see how a great company like yours backs up the right to free speech and expression in America.

As an advertising man I feel that I am free to comment that your commercials are also excellent!

It happens that we sponsor Mr. Murrow's show "PERSON TO PERSON" for one of our clients, and naturally we are very proud of what Murrow is doing. I think you ought to know how many of us in the Middle West admire your splendid show.

Keep up the good work.

Sincerely,

Joe Ratner

Vice President &
Creative Director

J. E. Ratner
ljh

cc: Mr. Edward R. Murrow — Ed. Keep it up - you're terrific! Joe E Ratner

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PITTSBURGH, Pa., November 16 -- Aluminum Company of America has renewed its contract to sponsor its television program, "See It Now," over the CBS television network.

The Company has sponsored the program, which features Edward R. Murrow as editor and reporter, ever since its inception nearly three years ago, in December, 1951. The present contract expires after the program of Tuesday, November 23.

Alcoa sponsors "See It Now" in an effort to present the Company and its products to the American people. It is also Alcoa's desire to perform a public service by sponsoring a program that presents interesting and informative subjects. The Company feels that its sponsorship of the program during the past three years has benefited the Company, its stockholders and the general public.

At no time during the course of the program has Alcoa had any control over the subject matter to be presented on

MORE

the program, nor the treatment of that material. Neither do any of the subjects presented by Mr. Murrow, or the treatment accorded the subjects by him necessarily reflect Alcoa's opinions. Alcoa's only participation in the preparation of any "See It Now" program has been to produce the commercial messages aimed at "See It Now"'s audience. The Company does not believe it would be fair to the audience or to itself if it were to attempt to dictate what material should or should not be used on any given program.

Alcoa's objective is to make and sell aluminum and aluminum products, and it is the Company's belief that sponsorship of "See It Now" will enable it to accomplish this and, at the same time, inform the public about important affairs of the day.

###

Aluminum Company of America

ARTHUR P. HALL
VICE PRESIDENT

Pittsburgh 19, Pa.
April 6, 1954

Mr Murrow

Mr. William Benton, Publisher
Encyclopaedia Britannica
342 Madison Avenue
New York 17, N. Y.

Dear Mr. Benton:

In answer to your letter of March 31, I want you to know that Mr. I. W. Wilson saw your letter of March 20, and referred it to me to answer since I am in charge of Alcoa's Public Relations and Advertising. The "SEE IT NOW" show comes under my jurisdiction.

Your letter of March 20 was received in Mr. Wilson's absence from the city and was held on his desk for his return. After reading it, he referred it to me to answer. In view of the fact that we received several thousand letters on the Murrow-McCarthy broadcast of March 9, it was necessary to have a form letter made up in order to acknowledge the letters promptly.

I know that Mr. Wilson is very grateful for the congratulatory remarks made by you and Paul Hoffman about Alcoa and Edward Murrow, and if I had not been "snowed under" I would have answered personally.

Sincerely yours,

Arthur Hall

ARTHUR P. HALL

APH:GLM

April 14, 1954

Mr. Arthur F. Hall
Aluminum Company of America
Pittsburgh 19, Pa.

Dear Mr. Hall:

Thanks for your letter of the 6th. I like you for it. I understand the problem you were up against. I have often been up against it myself.

Further, I hasten to thank you for your reassurances. I want Mr. Wilson to know that in my judgment and in the judgment of many others who have had a good deal of experience with public attitudes in this country - the forces aligned behind Ed Murrow, and they are much more numerous and much more influential than may now be evident - these forces admire the attitude towards Mr. Morrow of Mr. Wilson and the Aluminum Company. Among such admirers, he and your Company are winning new friends and friends of a kind and type which may have seemed unlikely a decade or more ago and which may be valuable and important to the Aluminum Company in future.

I am writing Mr. Wilson as one business man to another. I, too, have business interests which, at least to me and my family, are substantial.

Very sincerely yours,

William Benton

cc - Mr. Murrow

Alcoa

ARTHUR P. HALL
1501 ALCOA BUILDING
PITTSBURGH 19, PENNSYLVANIA

February 25, 1954

Dear Ed:

Only if I could express myself as well as you do, could I tell you how completely successful was your day in Pittsburgh.

We're all delighted with your fine performance last night, and with the reactions of our community friends - who are commenting so favorably.

I must hasten to add that your "girl" captured the hearts of all of us. She added much to the day.

Louise and I were driving three of the guests home and felt badly not seeing you two up the stairs to your beds. Please excuse us for rushing off -- but we did have to get them home.

It was truly a banner day Ed, -- thanks to the Murrows!

Sincerely,

Art

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York, N. Y.

ALCOA

Aluminum Company of America

ARTHUR P. HALL
VICE PRESIDENT

Pittsburgh 19, Pa.
February 18, 1954

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

This letter will serve to welcome you home from Germany; to commend you for the show you did on Tuesday night on the Berlin Peace Conferences; and to remind you of your "ordeal" here in Pittsburgh next week.

The affair is the Annual Dinner of the Pittsburgh Chamber of Commerce. It will be held at 7:00 P.M. in the Grand Ballroom of the William Penn Hotel on Wednesday, February 24. There will be about 800 business, civic, educational, and political leaders present from this area. It is the one big event of its kind here each year.

We have reserved a suite in the William Penn Hotel for you and Mrs. M. ~~Jesse Zousmer~~ --- we presume he will be coming with you to handle the radio program. The rooms will be ready for you upon your arrival Wednesday morning. Because of the uncertainty surrounding February flying weather, it will probably be safer if you come on the night train, leaving Penn Station at midnight, after our Tuesday night show. If you would prefer to take the chance and fly out Wednesday morning, we can have the Company plane pick you up in New York. Assuming, however, that we make the former arrangements, we will deliver railroad and space tickets for you and Mr. Zousmer to your office early next week. After the affair is over Wednesday evening, you can either take the 11:00 o'clock train back to New York, or we can fly you back in the plane.

rec'd
dm

The dinner starts at 7:00 o'clock, so they will be well along with the program by the time you complete the radio show and get over to the hotel. Either John Fleming or I will be on hand to escort you. Incidentally, those sitting at the speakers' table are wearing black ties, and the "authorities" would be pleased if you could arrange to do the same. Chief Wilson is busy writing the remarks he will make in introducing you.

We will meet you at the hotel Wednesday morning after your train gets in. At 11:00 A.M., we are having a presentation made to our Management by the Advertising Agency involving the history of SEE IT NOW's audience since we began the program. I think this will be of some interest to you.

We plan to eat lunch with our executive group and discuss the program and your recent travels. Then, after lunch, we have a few people we would like you to meet, after which we will turn you loose in time to put in some work on your radio show, and to put on the "black tie".

We are all looking forward to your visit, and to your appearance at the dinner.

Sincerely yours,

Art

ARTHUR P. HALL

APH:GLM

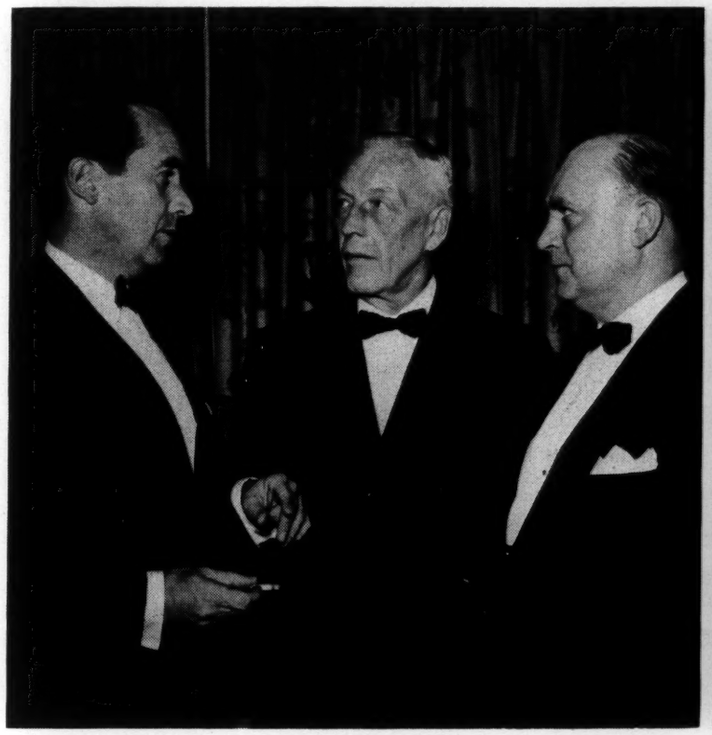
One Thousand See It, Hear It Now

Nearly 1,000 men and women filled the nooks and crannies of the William Penn ballroom last month to see and hear the man, who, having won almost every other award in his field, had recently been selected the top personality of the year by the television industry.

With his usual poise and command of words, Edward R. Murrow, the distinguished Columbia Broadcasting System reporter and news analyst, came through with one of the finest talks in the 80 years of Pittsburgh Chamber of Commerce dinners.

In the photograph below, Murrow (the ever-present cigaret in hand) exchanges pre-dinner comments with I. W. (Chief) Wilson, president of the Aluminum Co. of America, which sponsors one of Murrow's prize-winning t.v. shows, "See It Now," and Chamber President A. H. Burchfield, right.

In photo, lower right, President Burchfield presents scroll, inscribed with names of C-C directors and commending his record, to John P. Roche, retiring Chamber president. Mrs. Roche was presented a handsome set of candelabras.



Alcoa

January 27, 1954

Dear Art:

I think the best way to respond to yours of January 22nd is to send you a copy of my reply to Mr. Robb.

Herewith also is a letter received from Bernard Baruch. I thought it might be of mild interest to someone in our Pittsburgh shop. Please send it back to me at your convenience.

Sincerely yours,

Mr. Arthur P. Hall
Aluminum Company of America
801 Gulf Building
Pittsburgh 19, Pennsylvania

rh

Aluminum Company of America

801 Gulf Bldg
Pittsburgh 19, Pa.

ARTHUR P. HALL
VICE PRESIDENT

January 22, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
New York City, N. Y.

Dear Ed:

A letter dated January 20, came here addressed to the President, Aluminum Company of America, carbon copy to you, signed by John C. Robb, President of the Do-It-Yourself-Guild, Incorporated, Hermosa Beach, California.

I feel that Alcoa should answer the letter, but I do not feel well enough qualified to give him a good answer on some of the "charges."

Would you have someone draft a suggested reply to this letter and get it to me promptly so that I can answer Mr. Robb?

Thanks

Sincerely yours,

Art

ARTHUR P. HALL

APH:GLM

International Press

F

In reply refer to
IPS

January 15, 1954

Dear Mr. Pfifer:

We thought you might like to see this sample of how your pictures are being used overseas by the U.S. Information Agency. This particular poster is one of a series produced weekly by USIS Austria and placed at 2300 billboard positions in 45 Austrian cities and villages.

The Aluminum Company of America has been most generous in providing the International Press Service with pictures and information and we are deeply grateful for this. You have made a real contribution to our task of telling the story of America and the free world to peoples abroad.

Sincerely yours,

HL

Harlan Logan
Chief
International Press Service

Enclosure:

Poster

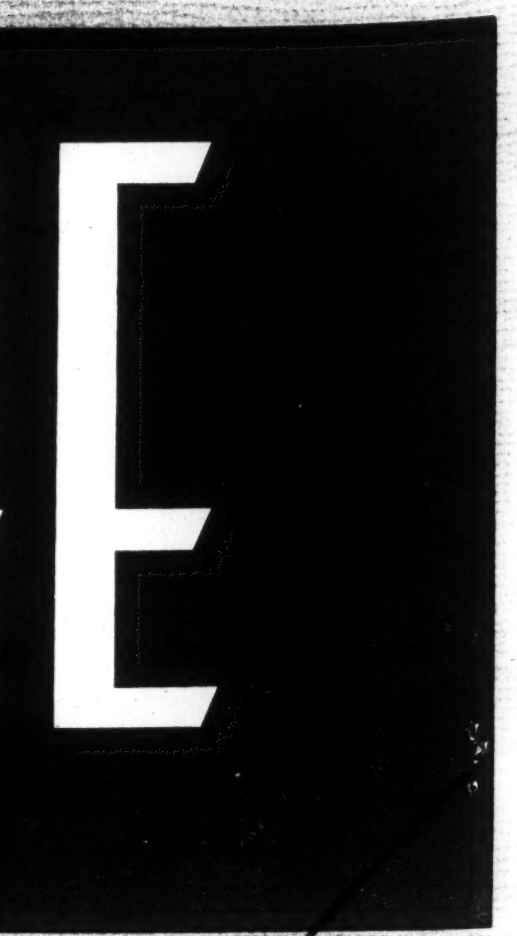
Mr. Richard L. Pfifer,
Public Relations Department,
Aluminum Company of America,
Pittsburgh, Pennsylvania.

cc: Mr. Edward R. Murrow
CBS/TV

m ana

BILDER DER WOCH

Dr. E. Wilder Spaulding, US-Botschaft Wien, überreicht Hilde Wagener für die Aktion „Künstler helfen Künstlern" S 34.500, das Erträgnis aus dem Gastspiel des US-Ballet Theatre

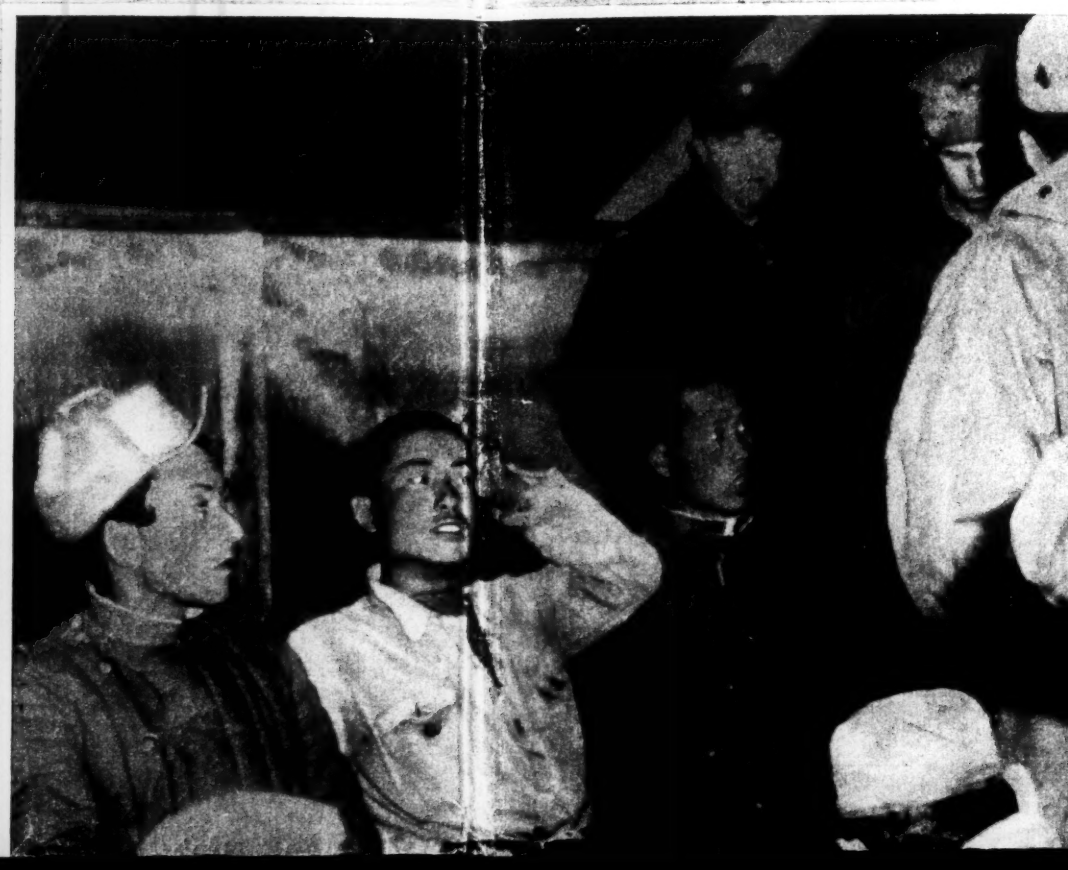


Der kürzlich fertiggestellte Aluminium-Wolkenkratzer der US-Aluminium-Gesellsch besteht aus 3 mm Aluminiumplatten, in die umkehrbare Fenster eingelassen sind. bestehen ebenso wie Lüftungsschächte, Türen und Armaturen aus Aluminium. — Einse

ER
UCHE

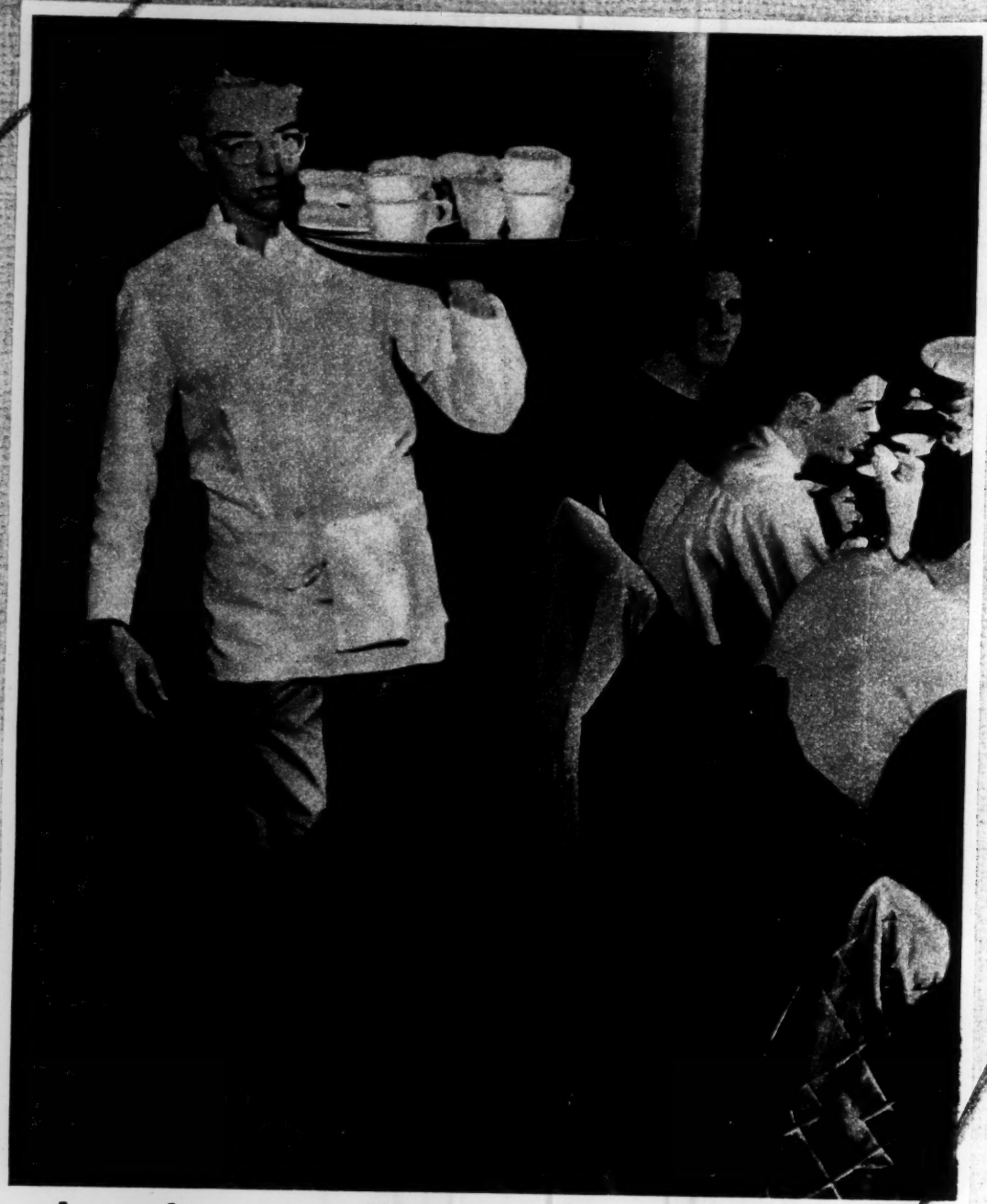
t Wien, überreicht
helfen Künstlern"
es US-Ballet Theatre

Der kürzlich fertiggestellte Aluminium-Wolkenkra
besteht aus 3 mm Aluminiumplatten, in die umke
bestehen ebenso wie Lüftungsschächte, Türen und A



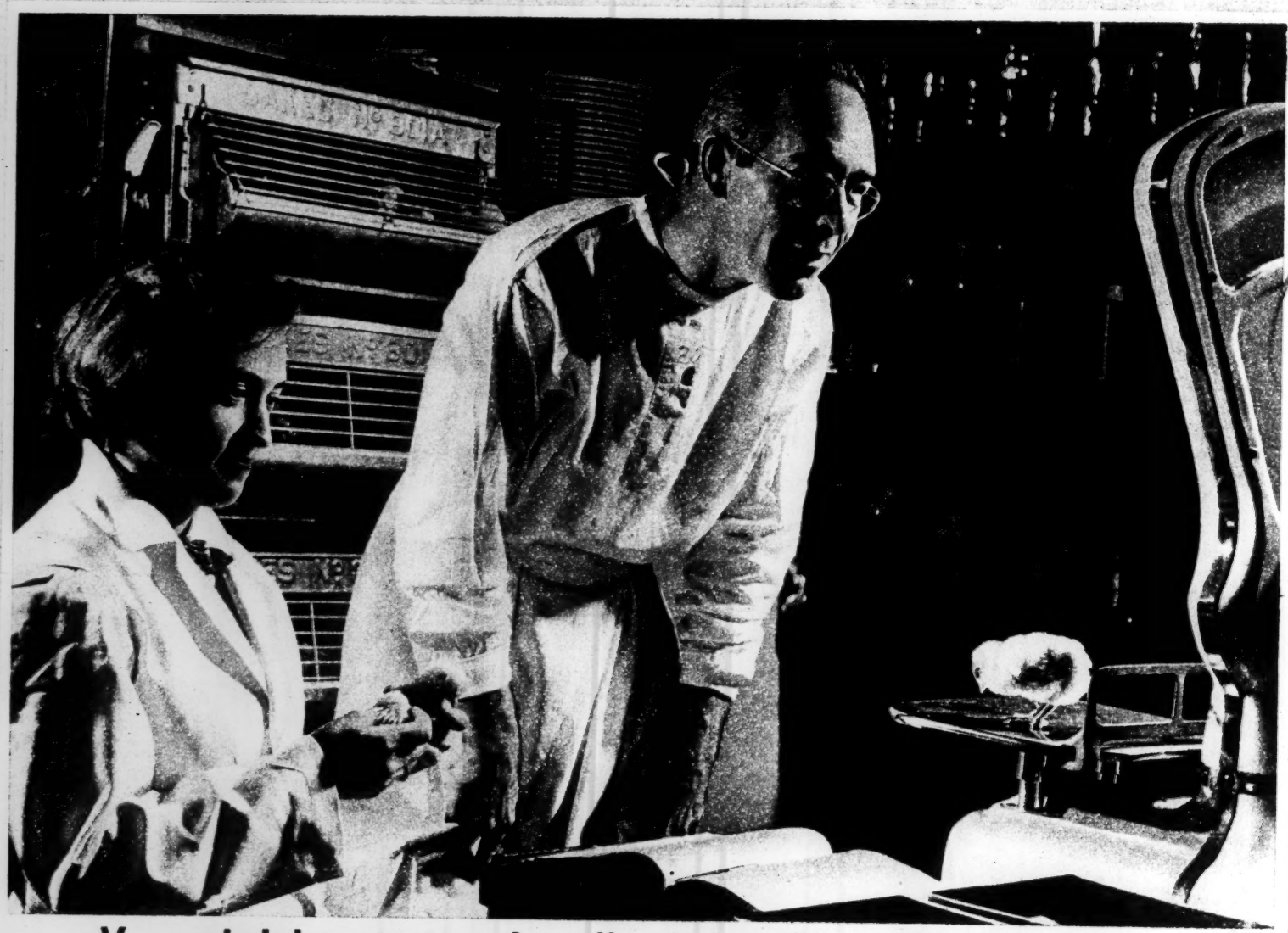
kratzer der US-Aluminium-Gesellschaft in Pittsburgh. Die Außenverkleidung
nkehrbare Fenster eingelassen sind. Elektrische und sanitäre Installationen
d Armaturen aus Aluminium. — Einsetzen der Tafeln vom Innern des Rohbaus

Vor 100.000 Zuschauern schlug die ungarische Mannschaft England 6 : 3 in London. England wurde damit zum erstenmal auf eigenem Boden geschlagen

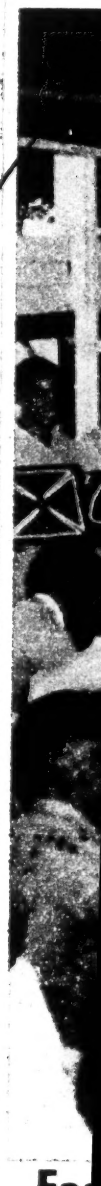


Amerikanischer Werkstudent serviert seinen Kollegen an der Princeton Universität, New Jersey, um sich sein Studium zu verdienen

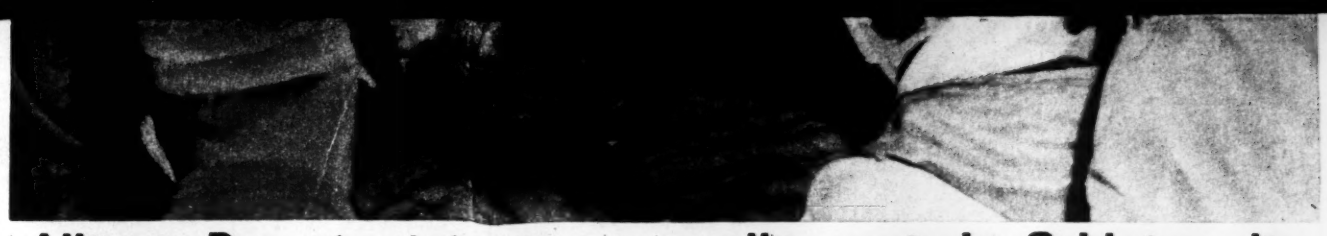
Modell eine einer Tagung das Referat



Versuchslaboratorium des öffentlichen Gesundheitsdienstes in den USA, das sich mit Ernährungsproblemen beschäftigt

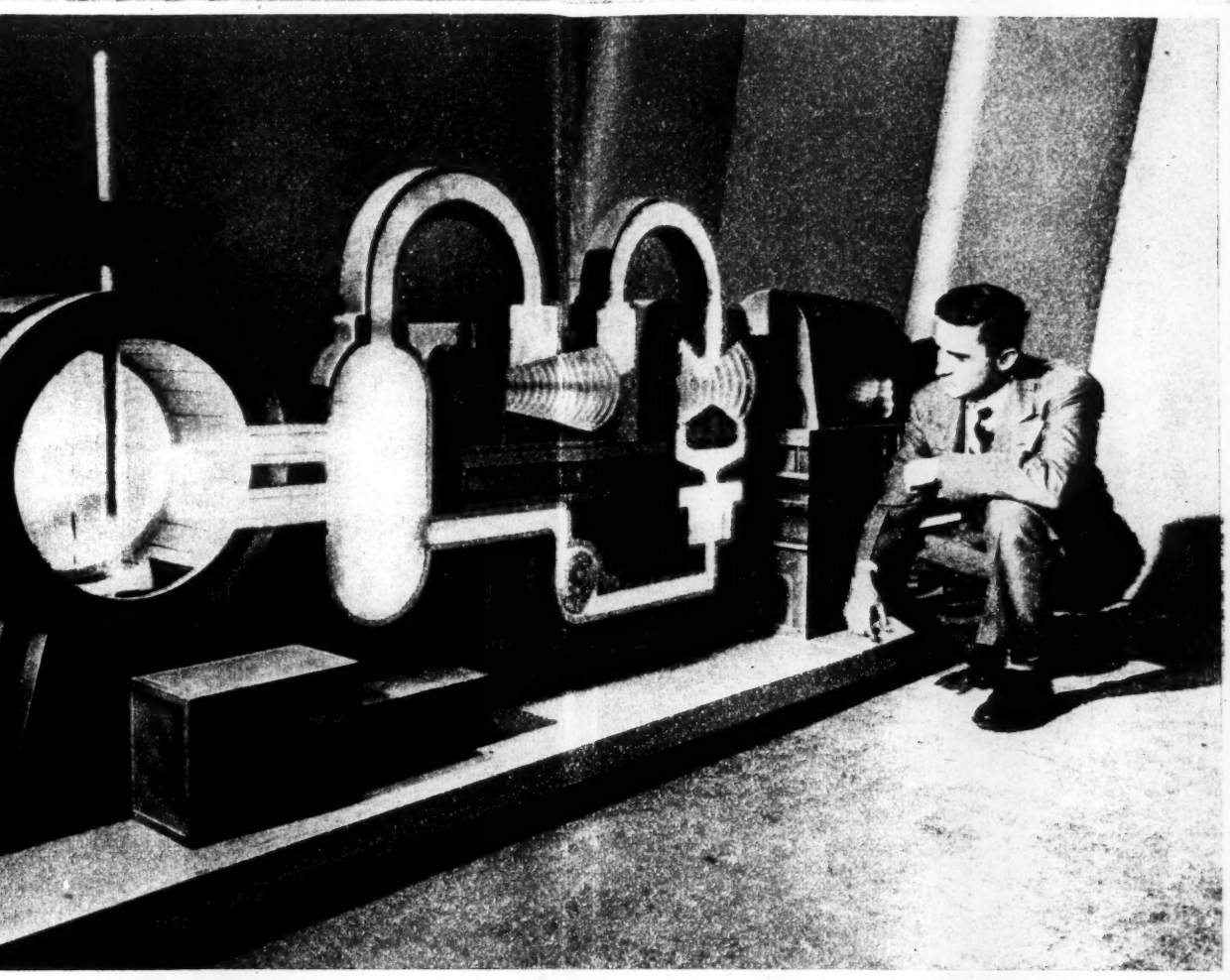


Fas gie zus



Alliierte Reporter interviewen nordkoreanische Soldaten, die bei den UN-Streitkräften in Panmunjom um polit. Asyl baten

Die „Europäis
Wien eine W



eines mit Atomenergie betriebenen Generators, der auf
ung amerikanischer Industrieller in New York speziell für
rat „Atomenergie für Industriezwecke" gezeigt wurde

Fast 500.000 Malaien wurden aus einsamen Gehöften von der Regierung zum Schutze gegen kommunistische Überfälle in Siedlungen zusammengeschlossen. Wahl d. Vertreter mit Hilfe von Parteisymbolen

„So sing
lodien ei
Sonntag

che Mannschaft England 6 : 3 in
auf eigenem Boden geschlagen

Alliierte Reporter interviewen nordkoreanische S
bei den UN-Streitkräften in Panmunjom um polit

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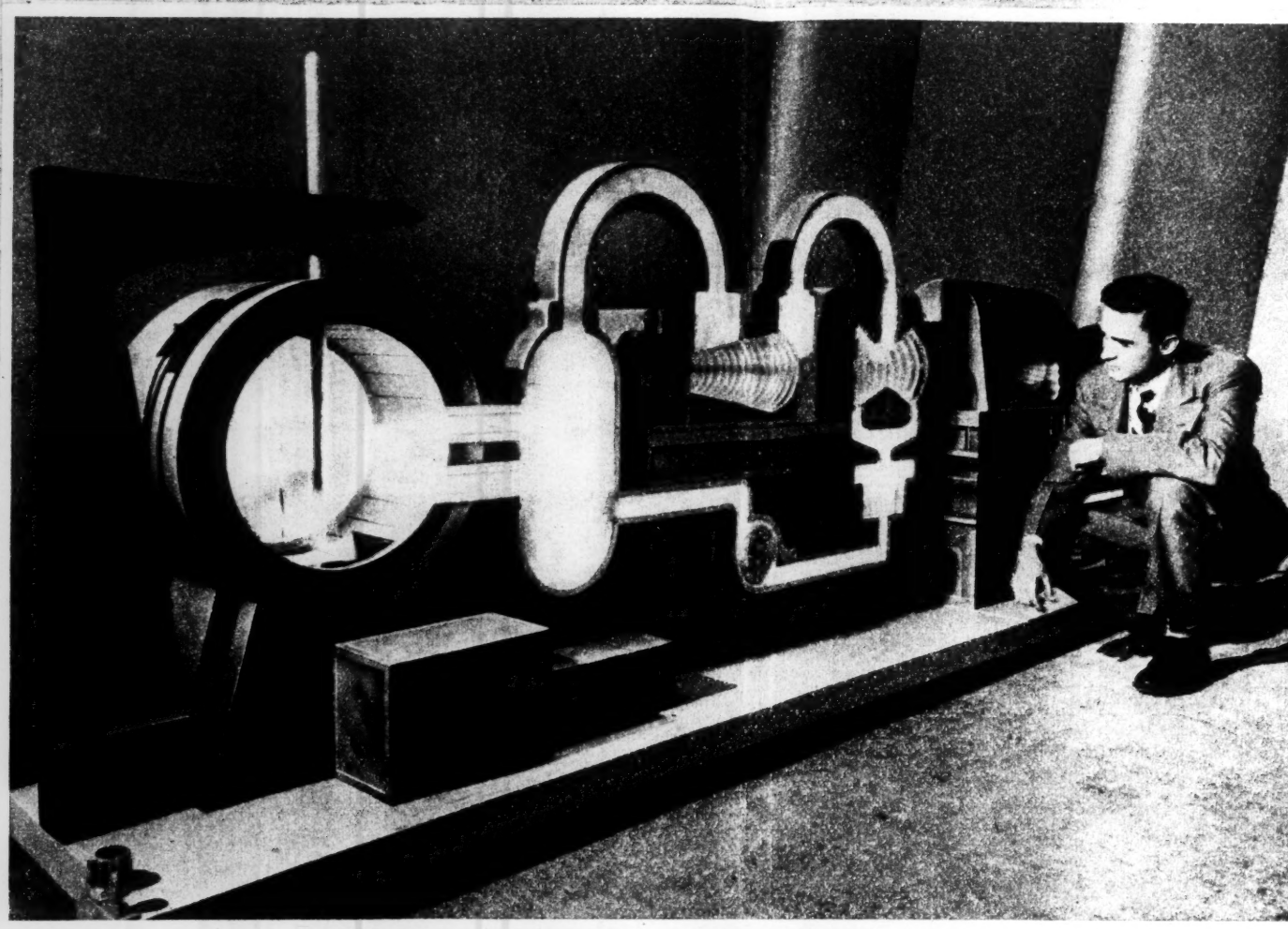
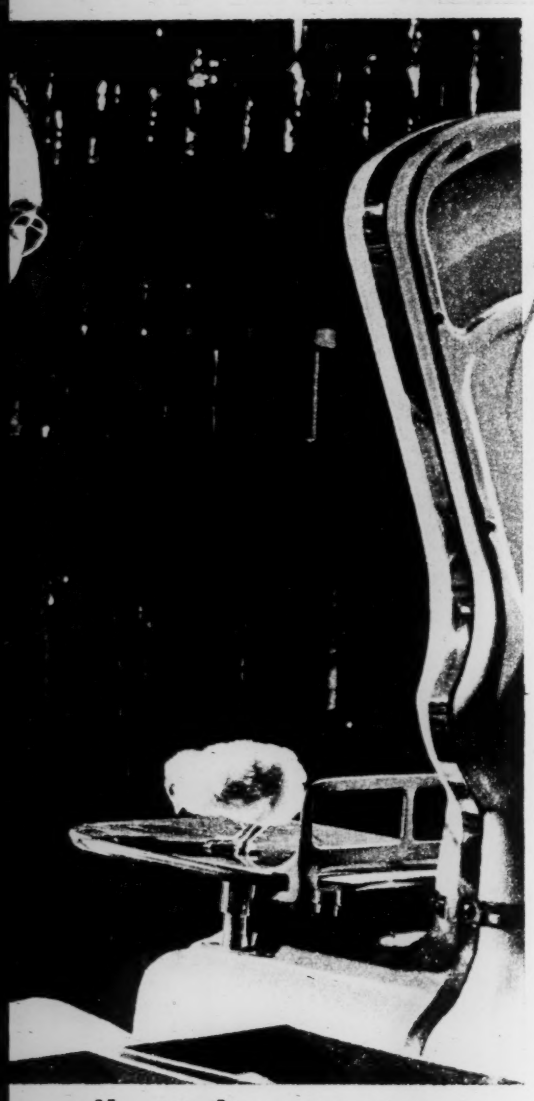
dienen



Modell eines mit Atomenergie betriebenen Generators, der a
einer Tagung amerikanischer Industrieller in New York speziell
das Referat „Atomenergie für Industriezwecke" gezeigt wur



sundheitsdienstes in
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gierung zum Schutze gegen kommunistische Überfälle
zusammengeschlossen. Wahl d. Vertreter mit Hilfe von P

e Soldaten, die
olit. Asyl baten

Die „Europäische Aktion in Österreich" veranstaltete in Wien eine Werbekampagne für ein vereintes Europa

er auf
ell für
wurde

öffen von der Re-
ille in Siedlungen
n Parteisymbolen

„So singt New York", ein Rendezvous mit kleinen Melodien einer großen Stadt, bis 20. Dez. 1953 Samstag u. Sonntag im Kosmos Theater. Pegors, Engen, Moorefield

Alcoa

December 16, 1953

Dear Art:

Thank you for letting me see the letter from Mr. Wilkerson and your reply. I am returning both for your files.

I enjoyed our luncheon in Pittsburgh very much and I want to thank you also for the loan of the airplane. They even had a copy of my book on board which I thought was an incredibly gracious touch on the part of the pilot and co-pilot.

Best regards.

Sincerely yours,

Mr. Arthur P. Hall
Aluminum Company of America
801 Gulf Building
Pittsburgh 19, Pennsylvania

rh

Alcoa

October 1, 1953

Dear Nick:

Many thanks for your letter. It was indeed a pleasure to work with you.

As to your request, the agreement we have made is that when the show is aired we will furnish the ALCOA footage to John Fleming in Pittsburgh. I assume that you can make your own arrangements with him.

Thanks again for your help. Best regards.

Sincerely yours,

Mr. Ralph A. Nichols
Public Relations Manager
Aluminum Company of America
Wenatchee, Washington

ERM:ml

Aluminum Company of America

Wenatchee, Washington
September 1, 1953

Natalie
P.S. & pls return to me for reply. Dwd.

Mr. Edward R. Murrow
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It was certainly a pleasure being able to work with you and Messrs. Barnett and Geiss.

I would like to call your attention to the fact that we would appreciate receiving the extra footage which you do not intend to keep. You will remember that we talked of this while shooting the sequence in the potrooms.

I will be looking forward with much anticipation to seeing the See It Now program dedicated to Alcoa.

Sincerely,

ALUMINUM COMPANY OF AMERICA

Nick

RALPH A. NICHOLS
Public Relation Manager

RAN:kc

Aluminum Company of America

230 PARK AVENUE

New York 17, N.Y.

April 9, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.
Attention: Miss Dorothy McDonough

Dear Miss McDonough:

I am sending you herewith the photographs I mentioned to you yesterday, which I wish you would have Ed sign. There is no need for him to write any names other than his own on any of the pictures. Just his signature, together with any standard greeting he uses will be fine. I will pick the pictures up from you in a few days so you need not mail them back.

signed 4/13

So far as the "This I Believe" book is concerned, it is for Mr. Hall's secretary, Grace Marlowe, and I will pick that one up too. That one should have her name on it.

get book.

Thanks for your assistance.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John Fleming

John L. Fleming

JLF:ac
encl.

Aleoa

September 2, 1952

Dear John:

I am just back from a month's holiday and take this first opportunity to reply to yours about Mr. Derrick's invitation.

I assure you that nothing would pleasure me more than to speak to their group in Cincinnati in November, but so help me, I just don't see how I could do it. Unfortunately for me, what with radio and television I am working almost literally an eight-day week, and I have no choice but to decline all extracurricular speaking engagements no matter how attractive they may be.

I am indeed sorry not to be able to do it and hope you will extend to Mr. Derrick my regrets and best thanks for his gracious invitation.

As ever yours,

Mr. John L. Fleming
Aluminum Company of America
230 Park Avenue
New York, New York

dm

Correspondence rec'd to Fleming

Alcoa
8P

TELEGRAM JULY 2, 1952

MR. E E.S. WOODWARE
c/o J.H. IRWIN
ALUMINUM COMPANY OF AMERICA
134 PEACHTREE ST., NE
ATLANTA GEORGIA

AS ONE ED TO ANOTHER AND AS A HOPEFUL TO A SEASONED QUARTER CENTURYITE, I CONGRATULATE YOU ON ADMISSION TO THE 25 YEAR CLUB.

ED MURROW

T150-43

Aluminum Company of America

230 PARK AVENUE

New York 17, N.Y.

Alcoa

SP

May 12, 1952

Mr. Edward R. Murrow
CBS-TV
485 Madison Avenue
New York 22, New York

Dear Ed:

I am attaching hereto an outline of the type of thing we would like to do on film for showing to our own sales offices. We talked about it briefly last week.

This is a very rough sketch, but it will give you an idea of what we hope to discuss and will help you plan the remarks you would like to make. Naturally, the first portion of the script, which has been written with your name on it, is only intended to give us something to work from. Whatever you care to say, in your own words, will be most appreciated and valuable.

It is my hope that we can put this on film from Studio 41 sometime next week at a date convenient to you. I will see you later in the week when I get back from Pittsburgh, where I have high hopes we will be able to sign up the Pittsburgh station for "See It Now."

Best regards.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John

John L. Fleming pcw

JLF:pcw
Enclosure

Television Script

MURROW: Greetings! In this private showing for Alcoa people only, Chief Wilson and Art Hall have asked me to tell you a little about the background of "See It Now" -- why CBS conceived it in the first place, what I, and my co-producer, Fred Friendly, are trying to accomplish with the program, and what you and the rest of the Alcoa organization can expect to get out of a public service of this kind.

The original concept of "See It Now" grew out of the success of a set of records Fred and I made, entitled "I Can Hear It Now," in which the voices of people who made news or chronicled great news events were recorded, and for which I supplied the commentary. The acceptance of these records indicated that many people apparently liked to hear their history as well as to read about it. This prompted CBS to inaugurate a radio program with the same title, which enjoyed some success during 1950.

Meanwhile, television ~~had~~ were grown ~~into its long pants~~, and it was perhaps natural for our network, which likes to experiment, to

MURROW: (cont.) think of the considerable contribution that could be made by the television camera on the scene and the television screen before your eyes to a better understanding of the news of these important times.

Speaking for myself, I would like to say that I approached this new medium with considerable respect. I would like to repeat the statements I made the day that "See It Now" first went on the air. (Repetition of policy statement.)

Since we have been on the air together, I have gotten to know a number of Alcoa people. As you probably realize, the unwritten law of my kind of job makes it impossible for me to deliver a commercial. One Sunday, however, when we had more news to cover than we had time for coverage, you may recall that I omitted, with Alcoa's permission, the end commercial, and at that time I made the remark that you were "pretty good people to work for." I haven't changed my mind.

Now, in the studio next door, are two of the Alcoa people that I know best -- Chief

MURROW: (cont.) Wilson and Art Hall. I think this would be a good time to turn you over to Art, who has a report he would like to make to you about "See It Now" as an Alcoa property.

Television Script

HALL: Thanks, Ed. Hello, everybody. It's hotter than you know what under all these bright lights. I suppose Murrow's used to it, but I'm not, so I'm going to make this as short and snappy as possible.

We bought our television show in November, 1951. Thinking back to that time, you'll remember that we were mighty short of metal to ship to anybody but ticket holders, and the crystal ball we use to see the future from Pittsburgh was pretty cloudy. We were sure of one thing, however.

The Company needed to reassert its position of leadership, and keep on asserting it against growing competition. And we had to do it in an important way.

We in the management had plenty of reasons of our own to know this, and if we needed any additional proof, there were a number of other straws that showed the way the wind was blowing. One was the report brought back by the advertising department and agency people after their tour of the sales offices last year, during which every sales office was unanimous in requesting some strong public relations effort in support of their job in the field. Another was the report given us by Turton Associates, whom we retained to interview important people in the aluminum-consuming industry. It, too, indicated that our Company should be far more vocal.

HALL: "See It Now" was a gamble, to the extent that anything featuring Ed Murrow could be a gamble. Nothing like it had ever been done before. But it sounded like our kind of vehicle. So we took a deep breath and dove in.

From now on, my remarks are a report on what happened. This might well be divided into four parts:

(INDICATING FOUR GROUPS OF MATERIAL ON TABLE BEFORE HIM)
Points to each pile in turn

(1) This pile is the immediate reaction from those whose profession involves the criticism of television.

(2) This material is the report of the services whose job it is to measure television audiences.

(3) Here we have some evidence of the public relations value of the program, from those outside of our regular sales channels.

(4) And last, but by no means least, here are the reactions from our own organization, customers, and business friends.

This first pile--the comments of the critics--started in the country's important newspapers the day after the first program appeared, moved into the weekly, then the monthly magazines, and is still going on. You've seen a number of these comments, and I won't bother to re-read them here. I'll just sum them up by saying that the critics--the people whose job it is to know good television from bad; real public service from lip service--are unanimous in their opinion that our program has added something new and great to television, and

HALL (cont.): that we are performing a real service to the American people by sponsoring it. But Ed, I think you'll agree that all these professional opinions aren't worth a hoot unless the public agrees, won't you?

MURROW ON CAMERA: That, Art, is one of the few things that we in the television business are sure of.

BACK TO.....HALL: That's my cue to tell you what the rating services tell us about the public's listening, or rather viewing habits since "See It Now" went on the air.

Our advertising agency has studied the complex problem of ratings carefully, and out of nearly a dozen organizations who offer to provide audience measurements, they use three. They soon got me lost in this, and now that I know the details, I could soon get you lost if I went into them all. I'll just say that there is one service called Trendex which measures our popularity, just in 10 big cities where there are several shows on at once. There's another that measures our total national audience -- in all cities where the program is carried, no matter whether there is one TV channel or 6. There's a third that we use as a check on the first two.

HOLDS UP TRENDEX CHART Here's how we are doing in those 10 cities where people can take their choice. We started with a rating of 4.1

in December and have climbed steadily to a rating of 10.4 in April and ___ in May. This means that in April 10.4% of all the TV sets in these cities were on "See It Now." At our time of day, 26% of the sets were on, so we had more than 40% of the audience. These figures indicate sound, healthy audience growth. (Comments on competing programs?)

NIELSEN CHART

The national rating follows a similar pattern. (Comment on details?) Summing this up, we now are reaching, every Sunday, ___ million TV homes. There is an average of 2-1/2 viewers per set, so we reach a total of ___ million people every Sunday with "See It Now."

SETS ON CHART

We started at 3:30 p.m. Sunday because that was the best time we could get. The rating services indicate that the average number of sets on at that time of day is ___; year's average. At the new time, 6:30 p.m., that figure goes up to ___%. This is not the highest. The most sets are on, of course, during the big evening shows, but we avoided moving to such a period because those big entertainment shows are tough competition. We feel that our present 6:30 spot gives us the best combination; a high "sets on" figure, but not much strong competition for the audience.

Now for the public relations progress report. Are we making any impression on the press, the government people, and opinion leaders in various walks of life?

To answer this, I've picked at random two letters from which I'd like to quote.

(Quote from letters from Gordon Meek and Nancy Martell of the San Francisco Chronicle)

In reporting the reactions of our own organization, our customers and business friends, again I'll have to hit the highlights. (Read a couple of excerpts from sales office comments, from employee, and tell briefly about Chrysler Keller Incident).

The foregoing seems to indicate that we have found the kind of vehicle we were seeking in November, 1951--a vehicle by which the Company could reassert its position of leadership, and do it in an important way. Probably we ought to switch to No. 2 camera at this point and see what all this has done to Ed Murrow's head size.....

MURROW: I think, Art, this is a good place for me to use that cliche we reporters hear so often....."No comment." Frankly, I'm enjoying just sitting here listening to all this, and I'm particularly anxious to hear now from the man who foots the bill. Come in, Chief Wilson....

CHIEF: Thank you, Mr. Murrow. I am happy indeed to have this opportunity to talk to you in the Alcoa organization. You know, one of the troubles with this job of mine is that it ties me down too much--keeps me from getting around and seeing each of you as I <u>should</u> do and as I <u>like</u> to do. So when I had this invitation to travel

on film, I grabbed it.

Your management realizes the need for Alcoa to get into the homes of people. We want them to get to know us better--to appreciate what Alcoa people have contributed to their daily living, their defense, and their comfort, as well as what we have contributed to the aluminum industry.

I think Alcoa people can be pretty proud of what they have done in these directions, and I think also that the better people get to know us, the better they'll like us. (And, incidentally, the more Alcoa Aluminum they'll buy!)

The newness of television, the public's interest in it, and the fine job of interpreting it that you, Mr. Murrow, are doing, gives us a short cut into millions of homes and an introduction to millions of people whose respect and friendship will mean a great deal to Alcoa in the years ahead.

MURROW: Thank you, Chief Wilson.

This has been our effort to peer behind the scenes of "See It Now;" to open the back of the watch, see what makes it tick, and even count the ticks! We hope you have enjoyed it. Good day and good luck.....

MUSIC UP AND OUT

Alcoa 3r

April 4, 1952

Dear A. D.:

You must indeed think me a churlish and unappreciative character for not having replied before this to your gracious letter of January 3. I have been buried and this is literally my first opportunity to attend to correspondence.

At the moment I'm not at all sure I will be able to make it to Pittsburgh this month but if it is at all possible I shall certainly be there.

Sincerely,

Mr. A. D. Huddleston
Aluminum Company of America
Alcoa, Tennessee

(Dictated but not signed
by Mr. Murrow)

nic

Aluminum Company of America

Alcoa, Tenn.

REFER REPLY TO ATTENTION OF WRITER
P.O. Box 403

January 3, 1952

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
New York City, N. Y.

Dear Ed: RE: TV SHOW "SEE IT NOW"

I presume your mail since the start of your new TV show has been heavy and perhaps one more letter will not be too much of a burden.

I am enclosing our TENNESSEE ALCOAN, issue of January, and on the front page is a short story about the show. Knoxville has no TV station and we have to rely upon the movies. These movies are kept quite busy in and around Alcoa and we have in Maryville, Tennessee, which is an adjoining city, a Monday luncheon club where we show the movie for your show eight days earlier. It is well attended and the people are very enthusiastic. I wish to add my compliments to you and Fred Friendly for an exceedingly fine job. We here who are all very fond of John Fleming think he is doing a good commercial job.

New Years eve I had a little dinner at my house with twelve people gathered and we had 28 quail and I could not help but think how you might have pinned back your ears and enjoyed this favorite dish. I also imagine that you would have had even more fun following the dogs and shooting them.

Messrs. Hall and Fleming have advised me that you expect to come down here in April and I shall be anticipating this visit with a great deal of pleasure. I think it will be well for two mountaineers to get back together.

Warm personal regards and best wishes.

Yours very truly,

A. D. Huddleston

ADH:EPS
Copy to Mr. Arthur P. Hall
Mr. John Fleming

Aluminum Company of America

230 PARK AVENUE

New York 17, N.Y.

March 17, 1952

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Ed:

Since you left for the Coast, we have had some discussions with CBS relative to improving the hour of the program. Apparently whether or not we succeed in getting a better hour is contingent partially on the length of our summer recess. Since one depends on the other, I think it might be best if you did not seek a showdown on the 13-week vacation until we have had some more talks on the other thing.

I am leaving for Pittsburgh tonight and will be back Wednesday, but it is my understanding that tomorrow, Tuesday, is the day you were going to mention this matter at the Board meeting, and hence this note.

I will see you later in the week to fill you in on the status of this matter, and if the improved hour begins to look pretty remote, then we can go after the 13-week recess in earnest.

Best regards.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John L. Fleming

John L. Fleming

JLF:pcw

March 14, 1952

Dear Art:

There sure is a place for the Foster Parents' Plan for War Children. The difficulty is if we open the gate for one special appeal, we'll then be hit, as we have already, by the Catholic Charities, the United Jewish Appeal and every other organization, known and unknown.

I think for the time being we are better off if we confine ourselves to broad generalized appeals such as blood, the Red Cross, and similar efforts not confined to a single area, country, race or religion.

As ever yours,

Mr. A. P. Hall
Aluminum Company of America
801 Gulf Building
Pittsburgh 19, Pennsylvania

gp

Ed. Murrow
[illegible] a theme
[illegible] one?
Art Hall

What Future for Dimitrios?

What future for Dimitrios aged 3? His home is a pigsty lent by another villager . . . light comes through two tiny holes. His bed is the earthen floor on which very dirty rags are spread at night. His daily meal is a scrap of bread . . . a few olives. No mother to take care of him, to dry a tear, to pat him gently, to scold and kiss. . . .

Dimitrios is the youngest of three children whose mother was killed in the fighting of Greece. His father, a poor shepherd disabled by the war, spends his days foraging for food for his family. There are no sheep to tend.

It is hard to believe that in the year 1952, children like Dimitrios live in such deep misery. The war still goes on for them . . . your help can mean love and security and, finally, rehabilitation. The Plan is dedicated to Peace in a world where our children will have to live with these children . . . we need your help to help them!

You alone, or as a member of a group, can help these children by becoming a Foster Parent. You will immediately be sent the case history and picture of "your" child upon receipt of application with initial payment. Your relationship with "your" child is on a most personal level . . . we do no mass relief. Each child, treated as an individual, receives food, clothing, shelter, education and medical care according to his/her needs.

"Your" child is told that you are his/her Foster Parent, and correspondence through our office is encouraged. At once the child is touched by love and thus a sense of belonging is created.

The Plan is a non-political, non-profit, non-sectarian, independent relief organization, helping children in Greece, France, Belgium, Italy, Holland and England and is registered under No. VFA019 with the Advisory Committee on Voluntary Foreign Aid of the Department of State.

Funds are needed desperately for plastic surgery, artificial limbs, artificial eyes, that the children who have suffered so cruelly may have the necessary aids to give them some comfort, hope and love. Your help is not only vital to a child struggling for life itself—but also toward world understanding and friendship. Your help can mean—and do—so much. Won't you share with one of them, please?

Contributions Deductible From Income Tax.

15th Anniversary Year—1937-1952

Foster Parents' Plan For War Children, Inc.

55 W. 42nd Street, New York 18, N. Y.

Partial List of Sponsors and Foster Parents

Nancy Craig, Mary Pickford, Mrs. William Paley, Mr. and Mrs. Fredric March, Helen Hayes, Edward R. Murrow, Larry LeSueur, Ned Calmer, Joan Bennett.

©1952 FPP for WC Inc.

FOSTER PARENTS' PLAN FOR WAR CHILDREN, INC. LO. 4-6647 (T-3-52)
55 W. 42nd St., New York 18, N. Y.
In Canada: P.O. Box 65, Station B, Montreal, Que.

A. I wish to become a Foster Parent of a War Child for one year. If possible, sex..... I will pay $15 a month for one year ($180). Payment will be made monthly ( ), quarterly ( ), yearly ( ). I enclose herewith my first payment $.....

I cannot "adopt" a child, but I would like to help a child by contributing $.....

E.....

S.....

.....ZONE.....STATE.....DATE.....

Contributions are deductible from Income Tax

Aluminum Company of America
230 PARK AVENUE
New York 17, N.Y.

February 7, 1952

Mr. Edward R. Murrow
CBS-TV
485 Madison Avenue
New York 22, New York

Dear Ed:

I have searched today's journals with extreme diligence, but have been unable to discover any reports indicating that violent occurrences took place at yesterday's Board meeting of the Columbia Broadcasting System. I can only conclude, then, that last Tuesday's outing to Pittsburgh did not work any serious, unfortunate changes in you and that eventually, with a little care, you will completely recover.

Seriously, we do want to express our sincere thanks to you for making the trip to Pittsburgh and spending the day with our people and representing them before the Pittsburgh Advertising Club. Knowing your deep aversion to such occasions, our gratitude is even deeper.

Since I arrived back at the office yesterday morning, all of our people that you met in Pittsburgh have expressed their pleasure at having had you with them for a short while, and the comments describing your talk at the luncheon have been most complimentary. I felt it was a masterful job, and I think the feeling of the considerable number of people present was quite apparent.

Thank you, again, for making "Alcoa Day" the great success it was.

Best regards.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John

John L. Fleming

JLF:pcw

184

8 6

Aluminum Company of America

Pittsburgh 19, Pa.

February 6, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Let me express to you again my great appreciation for your kindness in coming to Pittsburgh to speak to the Pittsburgh Advertising Club. The meeting was indeed the high point of the year, and your talk was exactly the type of thing that I know everyone wanted to hear from you.

My telephone has been ringing constantly this morning congratulating me on having arranged such a successful meeting. Naturally this pleases me, but I can assure you that the credit for its success belongs entirely to you.

Thank you.

Sincerely,

ALUMINUM COMPANY OF AMERICA

Jay M. Sharp

Jay M. Sharp
Assistant Advertising Manager

JMS/MM

January 31, 1952

Dear Mr. Samuels:

Thank you for your letter of January 24.

It is true that I will be in Pittsburgh on February 5, however, I have no idea what my schedule for the day will be. If you will call me that morning at the Duquesne Club we shall perhaps be able to arrange a meeting.

Sincerely yours,

Mr. Bernard Samuels
Allied Electric Distributing Company
1201 Forbes Street
Pittsburgh 19, Pennsylvania

TELEVISION — RADIO — HOUSEHOLD APPLIANCES

PHONE EXPRESS 1-0200

FORBES STREET ENTRANCE

ALLIED
Electric Distributing Company

WHOLESALE EXCLUSIVELY

1201 FORBES ST.
Pittsburgh 19, Pa.

January 24, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

By way of introduction, we are the distributor locally for CBS-Columbia television receivers. It is this writer's understanding that you have a date in Pittsburgh to speak at a luncheon on February 5. I have been fortunate enough to have made arrangements to be present at this luncheon. I would like to make arrangements to meet and speak with you for a few moments at the luncheon, or at any other time convenient to you while you are in Pittsburgh. I have a matter I should like to discuss with you that, I believe, is of mutual interest.

You can verify our position in the CBS family with Mr. Dave Cogan, President of CBS-Columbia, Inc., or with Mr. Adrian Murphy, with whom I imagine you are very well acquainted.

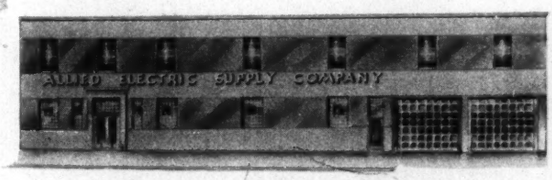
Very truly yours,

ALLIED ELECTRIC DISTRIBUTING COMPANY

Bernard Samuels

Bernard Samuels
PRESIDENT

BS:ac



WATSON STREET ENTRANCE

Follow the Leader

Aluminum Company of America
230 PARK AVENUE
New York 17, N.Y.

3D

WDa

January 30, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

This is to formalize, slightly, the invitation I made to you and Mrs. Murrow a few weeks ago to flee with the Halls and the Flemings to the Smoky Mountains in Tennessee for a few leisurely days.

If you can arrange it, we would enjoy having both of you go down there with us. You are quite familiar with that part of the country and I need not dwell on its glories in any attempt to sell you. I will say that we do have a nice location for a brief vacation, and think you would find it a very pleasant experience.

I realize that it is difficult to be specific about a date as early as this. We do want to wait until the weather turns nice for golfing, however, and as a beginning point, have thought in terms of leaving here Sunday, April 20, after the telecast, and returning whenever you feel you have to for the next week's show. You could do your radio chores out of Maryville or Knoxville with very little inconvenience.

Why don't you keep this in the back of your mind, and we'll talk about it later when the daffodils begin to appear.

Best regards.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John

John L. Fleming

JLF:pcw

JANUARY 14, 52

2-26-38-76

MR. JAY M. SHARP
ALUMINUM COMPANY OF AMERICA
PITTSBURGH, PA.

REFERENCE OUR CONVERSATION FRIDAY THE TITLE MY FEBRUARY 5 TALK WILL BE "A REPORTER REMEMBERS". REGARDS

E.R. MURROW

CC: MR. FLEMING - FYI

SP

Aluminum Company of America

230 PARK AVENUE

New York 17, N.Y.

December 26, 1951

MR. EDWARD R. MURROW
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

Somewhat belatedly I would like to confirm the date we made several weeks ago, for you to address a noon meeting of the Pittsburgh Advertising Club, on Tuesday, February 5, 1952.

As I mentioned to you, the occasion is "Alcoa Day" - one in a series of so-called "Industry Days", which the Club has been running.

All of our people who can possibly be in Pittsburgh on that day will come, of course, to be present at the luncheon, together with industrial leaders from all of Pittsburgh's major corporate organizations. I would estimate that the attendance will be close to 1,000.

We appreciate that you do not make a practice of filling speaking dates such as this, and are grateful for your acceptance of this invitation. We are also aware of the inconvenience and time loss that this will cause you, but we are sure that you will enjoy yourself and will be addressing a very worthwhile group.

I will be in touch with you later to arrange your travel, transportation arrangements, etc., and in the meantime, hope that you will call me if any questions about the trip come to mind.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John

JOHN L. FLEMING

JLF:no

Wire title on Monday

Aluminum Company of America

Pittsburgh 19, Pa.

January 4, 1952

Pers. midnight from Monday " for Tuesday

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Call (a Refer to Tuesday)

Dear Mr. Murrow:

It was gratifying to learn from Mr. Fleming that you have consented to come to Pittsburgh on February 5 to speak to the Pittsburgh Advertising Club. All of us in both the Advertising Club and the Aluminum Company are looking forward to your visit with anticipation.

Duquesne Club

Mon. lv 12:00 ar 9:00

Tues. 11:00 am. 9:00

As vice president of the Pittsburgh Advertising Club, I am charged with the responsibility of providing subject material to the editor of the Ad Club's bulletin which is issued several days prior to each meeting. I know that we here at the Aluminum Company have complete biographical information, but I wonder if you would care to let me have a title for your talk. You can either send this information directly to me, or if you prefer, you can pass it along to Mr. Fleming at your convenience.

It will indeed be a pleasure to have you with us, and we can assure you that everything will be done to make your visit an enjoyable one for you.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

Jay M. Sharp

Jay M. Sharp
Assistant Advertising Manager

JMS/MM

8-20

Aluminum Company of America

230 PARK AVENUE

New York 17, N.Y.

December 14, 1951

Received 12/17

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

I think you will be interested to learn that a history of Alcoa has been published in book form by Rinehart and Company, Inc., and will go on sale at book stores throughout the country early in January.

We feel that this is the most authoritative volume yet published about the Company, and we think you will enjoy reading the story. It is with this thought in mind that a copy of the book, ALCOA AN AMERICAN ENTERPRISE, by Charles C. Carr, is being mailed to you under separate cover and should reach you in a few days.

Best regards.

Cordially yours,

ALUMINUM COMPANY OF AMERICA

John

John L. Fleming

JLF:pcw

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

See file 110

September 18, 1951

Dear Mr. Wilson:

I should like to express my sincere appreciation and that, too, of Ed Murrow and Hub Robinson for the many courtesies extended by you and your staff to us during our recent most pleasant meeting in Pittsburgh.

I indeed hope that the subject matter under discussion during last Thursday's meeting will culminate in a program which will be mutually profitable.

Cordially,

DWS:aec

Mr. Irving W. Wilson, President
Aluminum Company of America
Gulf Building
Pittsburgh 19, Pennsylvania

cc: Messrs. H. Robinson
E. Murrow

COPY

AMOCO sponsored "ERM with the News" for the period

July 1950 thru June 1956.

Goodman, John B.
Amoco

March 20, 1958

Dear John:

Many thanks for your cordial note of March 6th. I shall always retain the most pleasant memories of my association with Amoco and, like you, hope that we shall one day be able to renew that association.

Best regards.

Sincerely yours,

Mr. John B. Goodman
American Oil Company
555 Fifth Avenue
New York 17, New York

mac

AMERICAN OIL COMPANY
555 FIFTH AVENUE
NEW YORK 17, N.Y.

JOHN B. GOODMAN
Manager of Advertising

March 6, 1958

Dear Ed:

Although my association with you on the "Person to Person" program came primarily when I was in the Public Relations Department, I am well aware of the wonderful job you have done for Amoco via the network. I will remember the night when "Person to Person" was launched and its immediate success.

I am convinced that "Person to Person" will continue to be rated as one of the best shows on the air, and please accept my most sincere wishes for its continued success.

I hope that we will have the pleasure and the privilege of renewing our association one day again in the near future.

With kindest personal regards,

Sincerely,

John B. Goodman

Mr. Edward R. Murrow
"Person to Person"
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Aldredge T.A.
AMOCO

February 25, 1958

Dear Tom:

Many thanks for your gracious note of February 14th.

The delay in answering was occasioned by some quail shooting in South Carolina.

I have worked for AMOCO for so long - radio and TV - that I shall feel more than a little undressed without your sponsorship.

No one ever worked with more agreeable colleagues, and I shall always remember our association.

As ever yours,

Mr. T.A. Aldridge
American Oil Company
555 Fifth Avenue
New York 17, New York

AMERICAN OIL COMPANY
555 FIFTH AVENUE
NEW YORK 17, N. Y.

T. A. ALDRIDGE
VICE PRESIDENT

OXFORD 7-2700

February 14, 1958

Dear Ed:

As the date of our termination of "Person to Person" approaches, I cannot help but look back through the years of our pleasant and enjoyable association with you with a great deal of pleasure. Through the years you and Amoco have been synonymous. As a result of "Person to Person," we have enjoyed great prestige, and this has been reflected in building much good will and has of course been influential in our sales.

We could not bow out of our long-standing relationship with you without my telling you how much we have appreciated everything you have done for the American Oil Company.

May I extend our good wishes for the further success of "Person to Person" and my warmest personal regards.

Sincerely,

T. A. Aldridge

T. A. Aldridge

Mr. Edward R. Murrow
"Person to Person"
CBS-TV
485 Madison Avenue
New York, New York

RECEIVED

1933 NOV 21 PM 6:30

C.B.S. TRAFFIC DEPT. N.Y.

R8-17 WU S 611PTX

MT

Sponsors

WUN021 LONG PD

LOS ANGELES CALIF 21 135PMP

JIM SEWARD AND EDWARD R MURROW, CBS

WE HAVE JUST BEEN ADVISED BY YOUR HOLLYWOOD STATION KNX THAT OUR CLIENT NIC-L-SILVER BATTERY COMPANY CANNOT CONTINUE TO SPONSOR EDWARD R MURROW LOCALLY STOP THIS NOTIFICATION HAS COME NOT WITHSTANDING THE FACT THAT WE WISH TO EXERCISE OUR OPTION TO RENEW THIS SPONSORSHIP. THE REASON PRESENTED TO US WAS THAT THE AMERICAN OILCOMPANY DOES NOT APPROVE OUR SPONSORSHIP FOR "REASONS THEY DO NOT WISH TO EXPLAIN AT THIS TIME." THIS WE FIND PERPLEXING AND IMPOSSIBLE TO ACCEPT. IF THE AMERICAN OIL COMPANY IS REFERRING TO THE TBA CLAUSE, THIS SHOULD NOT APPLY BECAUSE THEY DO NOT HAVE DISTRIBUTION OR ANY COMPETITIVE PRODUCTS IN OR NEAR THIS MARKET. CERTAINLY YOU CAN APPRECIATE THE FACT THAT WE ARE BEING PLACED IN A MOST EMBARRASSING POSITION BECAUSE OF THIS UNANTICIPATED AND INCREDIBLE TURN OF EVENTS. WE FEEL THIS IS AN UNJUSTIFIED, UNNECESSARY AND UNCALLED FOR RULING AND WE DO NOT INTEND TO TAKE IT LYING DOWN. WE ARE CERTAIN YOUR DECISION IS CONTRARY TO THE BEST INTERESTS OF FREE, COMPETITIVE ENTERPRIZE AND DEMOCRATIC ACTION AS CHAMPIONED BY SUCH AN OUTSTANDING AMERICAN AS MISTER MURROW. FOR YOUR INFORMATION, THE NIC-L-SILVER BATTER COMPANY, HAS BEEN A CUSTOMER OF CBS FOR OVER FIVE YEARS AND HAS SPONSORED

WUN021 LONG PD

LOS ANGELES CALIF 21 135PMP

JIM SEWARD AND EDWARD R MURROW, CBS

WE HAVE JUST BEEN ADVISED BY YOUR HOLLYWOOD STATION KNX THAT OUR CLIENT NIC-L-SILVER BATTERY COMPANY CANNOT CONTINUE TO SPONSOR EDWARD R MURROW LOCALLY STOP THIS NOTIFICATION HAS COME NOT WITHSTANDING THE FACT THAT WE WISH TO EXERCISE OUR OPTION TO RENEW THIS SPONSORSHIP. THE REASON PRESENTED TO US WAS THAT THE AMERICAN OILCOMPANY DOES NOT APPROVE OUR SPONSORSHIP FOR "REASONS THEY DO NOT WISH TO EXPLAIN AT THIS TIME." THIS WE FIND PERPLEXING AND IMPOSSIBLE TO ACCEPT. IF THE AMERICAN OIL COMPANY IS REFERRING TO THE TBA CLAUSE, THIS SHOULD NOT APPLY BECAUSE THEY DO NOT HAVE DISTRIBUTION OR ANY COMPETITIVE PRODUCTS IN OR NEAR THIS MARKET. CERTAINLY YOU CAN APPRECIATE THE FACT THAT WE ARE BEING PLACED IN A MOST EMBARRASSING POSITION BECAUSE OF THIS UNANTICIPATED AND INCREDIBLE TURN OF EVENTS. WE FEEL THIS IS AN UNJUSTIFIED, UNNECESSARY AND UNCALLED FOR RULING AND WE DO NOT INTEND TO TAKE IT LYING DOWN. WE ARE CERTAIN YOUR DECISION IS CONTRARY TO THE BEST INTERESTS OF FREE, COMPETITIVE ENTERPRIZE AND DEMOCRATIC ACTION AS CHAMPIONED BY SUCH AN OUTSTANDING AMERICAN AS MISTER MURROW. FOR YOUR INFORMATION, THE NIC-L-SILVER BATTER COMPANY, HAS BEEN A CUSTOMER OF CBS FOR OVER FIVE YEARS AND HAS SPONSORED MANY PROGRAMS DURING THIS PERIOD ON KNX AS WELL AS THE PACIFIC COAST NETWORK. WE EXPECT TO HEAR FROM YOU AT ONCE

ROBERT F ANDERSON GOODMAN-ANDERSON ADV 614 SOUTH SAN VINCENTE BOULEVARD LOSANGELES 48 CALIF

632P..

amoco

November 2, 1955

Dear Jim:

The bag was exactly what I needed, and I am using it constantly. Someone must have monkeyed with the scores for me to win it, but I am grateful anyway.

Sincerely yours,

Mr. James S. Haskins
Director
Public Relations Department
American Oil Company
555 Fifth Avenue
New York 17, New York

rh

AMERICAN OIL COMPANY
555 FIFTH AVENUE
NEW YORK 17, N. Y.

PUBLIC RELATIONS DEPARTMENT
JAMES S. HASKINS
DIRECTOR
JOHN B. GOODMAN
ASSISTANT DIRECTOR

September 26, 1955

Dear Ed:

I was asked to deliver to you this traveling bag which was the prize for the low gross in our golf tournament on Friday.

Cordially yours,

James S. Haskins

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N.Y.

AMOCO

AMERICAN OIL COMPANY
555 FIFTH AVENUE
NEW YORK 17, N. Y.

D. J. SMITH
PRESIDENT

OXFORD 7-2700

September 2, 1955

Dear Ed:

I am glad you are to be with us on Friday, September 23. I hope we have nice weather and I am sure you will have an enjoyable time.

Sincerely -

D. J. SMITH

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N.Y.

AMOCO

August 31, 1955

Dear Don:

As you say, Friday is one hell of a day for me; but someway, somehow, I will joyously turn up on September 23 at 12 noon. I shall have to sadly steal away at 5 o'clock and I ought to warn you in advance that if as a result of this outing I foul up either the radio show or PERSON TO PERSON, I shall give full credit to the President of Amoco, particularly if he takes any money from me. I have the most pleasant recollection of our last outing at Scarsdale and very much look forward to another.

As ever yours,

Mr. D. J. Smith
President
American Oil Company
555 Fifth Avenue
New York 17, New York

rh

AMERICAN OIL COMPANY
555 FIFTH AVENUE
NEW YORK 17, N. Y.

D. J. SMITH
PRESIDENT

OXFORD 7-2700

August 25,1955

Mr. Ed Murrow
Columbia Broadcasting Company
385 Madison Avenue
New York, N.Y.

Dear Ed:

I am giving a golf party for a num[illegible] key men (about 100) at the Scarsdale Golf [illegible] day, September 23.

I would like very much to hav[illegible] if it is possible.

We will have lunch at 12 noon. A [illegible]mber [illegible] then play golf after which cards and what have you un[illegible] dinner at 7 o'clock.

I would appreciate it if you could be there for any part of the program. I realize Friday is a busy day for you, but possibly you could be with us until say 5 o'clock and we would see that you got back to town.

Please let me know at your convenience. If you can play golf I will fix up an interesting foresome for you.

Sincerely -

Don

D.J.SMITH

Amoco

July 30, 1954

Dear Herschel:

I am sitting in my log house in the country, and this is literally my first chance in months to dig into a veritable avalanche of correspondence.

I am embarrassed to discover that I have never said you my thanks for the AMOCO Credit Card, and I hope you do not think me as ungrateful as I must appear.

I am glad you liked our PERSON TO PERSON tower, and am pleased to send you the enclosed photo of myself.

As ever yours,

Mr. Herschel C. Smith
122 East 42nd Street
New York 17, New York

fe

E.R.M.

J2 141

HERSCHEL C. SMITH
122 EAST 42ND STREET * NEW YORK 17, N.Y.

May 14, 1954

Dear Ed,

I am very pleased to receive the memento of "Person to Person" represented by the tower constructed for use in broadcasting from Ezio Pinza's home. He happens to be one of my favorite singers. Thanks for your thoughtfulness in sending me this picture.

May I be allowed, however, to disagree with Messrs. Aaron and Zousmer in assuming that this would be a proper substitute for your own autographed picture. I really would like an autographed picture of you very much.

Sincerely,

H. C. Smith

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York.

AMERICAN OIL COMPANY
122 EAST 42ND STREET ★ NEW YORK 17, N.Y.

HERSCHEL C. SMITH
PRESIDENT

February 19, 1954

Mr. Edward R. Murrow
580 Park Avenue
New York, New York

Dear Ed:

I am pleased to enclose herewith an American Oil Company credit card for your use.

The delay of these many years in which I should have sent this before is due to the fact that it was drawn to my attention during the last five minutes. I apologize for the delay and trust you will enjoy using it.

Sincerely,

H. C. Smith

AMOCO

AMERICAN OIL COMPANY
122 EAST 42ND STREET
NEW YORK 17, N. Y.

PUBLIC RELATIONS DEPARTMENT
JAMES S. HASKINS
DIRECTOR
JOHN B. GOODMAN
ASSISTANT DIRECTOR

May 28, 1954

Miss Dorothy McDonough
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Dottie:

You're a sweetheart! You really helped me out of a hole in getting the Godfrey show tickets for me.

A thousand thanks from me and Amoco. Hope I can return the favor in a small way someday.

Best wishes.

Sincerely yours,

John

John B. Goodman

JBG:AG

Amoco

January 12, 1954

Dear John:

Very many thanks for your nice note and kind comments about the Year End Round-Up. I thought the boys acquitted themselves remarkably well this year, and for my part I enjoyed the opportunity of sitting down with them and having what seemed to me at least, a worthwhile discussion.

With best regards.

Sincerely yours,

Mr. John J. Leu, Vice President
American Oil Company
122 East 42 Street
New York 17, New York

rh

AMERICAN OIL COMPANY
122 EAST 42ND STREET
NEW YORK 17, N.Y.

J.J.LEU, Vice President

AMOCO

January 5, 1954

Dear Ed:

It isn't very often one can listen to radio or watch television and secure the up-to-the-minute information that was given last Sunday afternoon on television, and I wanted to let you know I thought the program this year was better than last year's program, and that you and your associates gave an outstanding report to the television viewers of the country.

In my opinion the reaction certainly should be most favorable to you and to the automobile users, whether they are Amoco customers or not, and a program of this kind should certainly make a lot of new Amoco customers.

Ordinarily I do not read Harriet Van Horn's column in the World Telegram, but last evening I noticed your name as I glanced through the paper and of course read what she had to say about your program. I feel it was typical of a lot of the things she does, but it certainly was not factual - there was a lot of real red meat in what you people had to say.

With kindest personal regards,

Sincerely

John Leu

Mr. Edward R. Murrow
Station WCBS
485 Madison Avenue
New York, N.Y.

Amoco.

March 13, 1953

Dear "K":

I have just realised that what with Korea and Washington I never said you my thanks for the snowtires. This is a hell of a time to be doing it, but I am most grateful.

As ever yours,

Mr. E. F. Kalkhof
American Oil Company
American Building
Baltimore, Maryland

Amoco

December 2, 1952

Dear Mr. Davis:

Mr. Kalkhof has told me of your gracious letter about the broadcasts and this is merely a note to tell you my thanks for your kind words. You were most generous to write as you did and I hope that succeeding broadcasts will continue to merit your approval.

I am enclosing the copies of the November 11 piece you requested.

Sincerely yours,

Mr. J. W. Davis
Hub Oil Company, Inc.
McKee Road
Box 22
Rochester 1, New York

Amoco

SP

November 17, 1952

Dear Mr. Stevens:

Your letter of October 25, 1952 was brought to our attention by the American Oil Company.

I welcome the frank reactions of listeners and have many times received helpful comments and suggestions in this way.

I am glad that your comments were brought to my attention, and appreciate your taking the time to write as you did.

Sincerely yours,

/s/ E.R. Murrow

Mr. John J. Stevens
c/o Stevens Rug & Carpet Cleaners
720 Herkimer Road
Utica, N.Y.

bc: Mr. E.F. Kalkhof
American Oil Company
American Building
Baltimore 3, Maryland

November 17, 1952

Dear Mr. Clinger:

Your letter of October 28, 1952 was brought to our attention by the American Oil Company.

I welcome the frank reactions of listeners and have many times received helpful comments and suggestions in this way.

I am glad that your comments were brought to my attention, and appreciate your taking the time to write as you did.

Sincerely yours,

/s/ E.R. Murrow

Mr. W. Floyd Clinger
Warren, Pennsylvania

bc: Mr. E.F. Kalkhof
American Oil Company
American Building
Baltimore 3, Maryland

November 17, 1952

Dear Mr. Wood:

Your telephone call concerning our programs was brought to our attention by the American Oil Company.

I welcome the frank reactions of listeners and have many times received helpful comments and suggestions in this way.

I am glad that your comments were brought to my attention, and appreciate your taking the time to call as you did.

Sincerely yours,

/s/ E.R. Murrow

Mr. Edward Wood
Perry Avenue
Norwalk, Connecticut

bc: Mr. E.F. Kalkhof
American Oil Company
Baltimore 3, Maryland

THE JOSEPH KATZ COMPANY *Advertising*

Address your reply to Baltimore

BALTIMORE, 10 W. CHASE ST.

NEW YORK, 488 MADISON AVE.

To be
Ans. —
copies to Kalkhof
Check Amoco
file

November 10th
1 9 5 2

Miss Dorothy McDonough
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Miss McDonough:

Re: Edward R. Murrow

The enclosed letters are those Mr. McHugh spoke of in your telephone conversation last Friday. They come to us from the following persons:

W. Floyd Clinger
Warren, Pennsylvania

John J. Stevens
Stevens Rug & Carpet Cleaners
720 Herkimer Road
Utica, New York

Also enclosed is a telephone report on a call from Mr. Edward Wood, Perry Avenue, Norwalk, Conn.

You will, I am sure, know best how to handle these.

Cordially,

Marie T. Ehrlinger

Marie T. Ehrlinger
For John T. McHugh

me
Enclosures

BC mtc

A) LONG

INTER-OFFICE CORRESPONDENCE

FROM	E. F. Kalkhof	AT	Baltimore	DATE	November 4, 1952
TO	Mr. J. T. McHugh	AT	Jos. Katz Co.	FILE REF.	k-k
SUBJECT	EDWARD R. MURROW RADIO PROGRAM				

The attached letter was sent down to me by Mr. H. C. Smith. It should immediately be sent to Edward R. Murrow for reply. I also think the agency should reply to this letter.

E. F. Kalkhof (k)

E. F. KALKHOF

CC: Mr. H. C. Smith - New York - The above is in answer to your letter of November 3rd.

W. FLOYD CLINGER
WARREN
PENNSYLVANIA

Fwd 11/3

October 28, 1952

Mr. H. C. Smith

Mr. C. H. Wagner, President
American Oil Company
American Building
Baltimore, Maryland

Dear Sir:

Criticism of a radio program is akin to criticising one's host at dinner.

Since you are picking up the check for the newscast of Edward R. Murrow and thus you are in the position of a third and innocent party, I am advising that I am reluctantly leaving the broadcasts of Mr. Murrow because I think his reports are "slanted".

Two recent instances lead me to this conclusion: high-lighting of a speech by Senator Morse; quotation from a French newspaper criticising American army training in the use of a Virginian village.

Yours very truly,

W. Floyd Clinger

W. Floyd Clinger

WFC/es

E. F. Kalkhof | Baltimore | November 4, 1952

Mr. R. Nourse | New York | k-k

EDWARD R. MURROW RADIO PROGRAM

Thank you very much for your letter of November 3rd with reference to the telephone call you received from Mr. Edward Wood of Perry Ave., Norwalk, Conn. regarding Ed Murrow.

We are sending a copy of this letter to the agency, who in turn will send it on to Ed Murrow. We are sure Mr. Murrow will write Mr. Wood.

E. F. KALKHOF

CC: Mr. J. T. McHugh - Jos. Katz Co. - Attached is copy of letter from Mr. Nourse. Please follow through.

A) LONG

COPY

INTER-OFFICE CORRESPONDENCE

FROM Roderick Nourse AT New York DATE Nov. 3, 1952

TO E. F. Kalkhof AT Baltimore FILE REF. RN:m

SUBJECT EDWARD R. MURROW RADIO PROGRAM

Last week about October 30th, we received a telephone call from Mr. Edward Wood, Perry Avenue, Norwalk, Conn.

Mr. Wood said he was quite concerned because he said he was a regular listener of Edward R. Murrow's program and had liked him very much for a long time. However, several nights before Mr. Murrow had covered Mr. Stevenson's campaign in a rather complimentary manner and had followed this a couple of nights later with an account of Mr. Eisenhower's tour of New York and Westchester County. Mr. Wood felt that Mr. Murrow had accorded Mr. Eisenhower much less attention than he had Mr. Stevenson and that Mr. Murrow seemed to show a definite anti-Eisenhower slant.

He asked if we directed Mr. Murrow's broadcasts and we assured him that Mr. Murrow's broadcasts were an expression of his own opinion only and asked him if it were not possible that he had misinterpreted Mr. Murrow's intent and requested that he continue listening to see if Mr. Murrow did not rectify this impression before the end of the campaign because we thought that Mr. Murrow would be unbiased.

We give you the above for what it is worth and do so simply because the man seemed quite sincere and very disappointed.

/S/ RODERICK NOURSE

E. F. Kalkhof | Baltimore | November 3, 1952

Mr. R. Nourse | New York | m-j

EDWARD R. MURROW

Have your letter of October 29th, attaching letter you received from Mr. John Stevens of Utica, N. Y. reference to the above.

If I am not mistaken, this is the letter we discussed while in your office last week. We will have the agency send this on to Ed Murrow for reply.

E. F. KALKHOF

CC: Mr. J. T. McHugh - Attached is copy of letter our New York office received reference to our Edward R. Murrow program. This should be answered by Mr. Murrow. If you recall, we read this letter while in Rod Nourse's office, and we thought it was a very peculiarly worded letter.

COPY COPY

STEVENS RUG & CARPET CLEANERS

720 Herkimer Road, Utica, N.Y.

October 25, 1952

American Oil Co.
122 E. 42nd St.
New York, N. Y.

Gentlemen:

I have been a Democrat for many years but your Mr. Murral has turned my vote to Mr. Eisenhour who is a very good man and has served us all so well, Mr. Hoover did not repeat the MUD that has been handed out by some of the Democrats but all of it has been told over and over by your Mr. Merril he was a news caster not a brow beater of a good citizen, your good product does not call for such a type man.

I have used your products for many years Permalube Oil, 586 Anti-freeze the oil I have in stock #10-20-30. My good Ford which helps to make a living for me has gone over 80,000 miles enjine never was taken out for a general overhall, Lowel Thomas is not a Mud Caster his Friday nite of the news was of value to all of us your man has been good I can't say here what **********.

Very truly yours,

/S/ JOHN J. STEVENS

Amoco

June 13, 1952

Dear "F":

I got the letter all right, but no lighters. And I've about run out of matches!

As ever yours,

Mr. E. F. Kalkhof
American Oil Company
American Building
Baltimore 3, Maryland

Answered
gw

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

June 17, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

Thanks for your letter.

I am certainly sorry that you did not receive the lighters, but they were sent to you on May 22nd. I am checking with our Mail Department as I believe the package was insured. However, another package of twelve lighters is on the way to you.

I know you have heard about our meeting in New York last Thursday. I spent so much time at CBS that I honestly thought they should have put me on the payroll. The most important thing is that we are now assured that you still will broadcast for us, so I'll forget the seven hours I spent at CBS.

Sincerely yours,

"K"

E. F. KALKHOF

EFK:fk

AMOCO

AMERICAN OIL COMPANY

Not Corr'd

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

June 5, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

Just a line to ask if you received my letter of May 22nd and the lighters.

As I didn't hear from you, I wondered if the lighters had finally found their way through the channels to your office.

Sincerely yours,

E. F. KALKHOF

EFK:fk

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

May 22, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

Here's a set of the pictures taken last Tuesday morning.

It was nice of you to come down, and I want you to know I appreciate it.

Prints of the picture showing you, Mr. H. C. Smith and Mr. Lee Warren James have been sent to the advertising trade papers. I do hope they give us a break.

You will notice, I autographed one of the enclosed pictures for a "swell guy".

Under separate cover I am sending you 12 Amoco lighters. Sorry I can't send you the lighter fluid, as it cannot be sent through the mail.

Sincerely yours,

"E"

E. F. KALKHOF

EFK:fk

5/10

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

May 15, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

Mr. McHugh showed me your letter of May 9th.

Go ahead and have a good vacation. Good luck to you. As a matter of fact, I think I have only one complaint to make in this world. I have been trying to get a vacation myself for the past five years. Hope this is the year I will get away.

By the way, you knew the fellow we would like to have in your absence is Larry LeSeur. Please see what you can do to set this up for us.

Sincerely,

E. F. KALKHOF

EFK:fk

December 18, 1951

Dear "K":

Belatedly my best thanks for the lighters. They have been distributed and were very much appreciated.

All best wishes for the holiday season.

As ever yours,

Mr. E. P. Kalidnof
American Oil Company
American Building
Baltimore 3, Maryland

S-10

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

2

November 21, 1951

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York 22, New York

Dear Ed:

As per Bob Swan's request, I am enclosing herewith nine Amoco lighters for distribution to Mr. Aarons, Mr. Zousmer, Bob Dixon and the two secretaries. Four lighters are for you - one for each vest pocket.

Best to you for 1952.

Very truly yours,

"K"

E. F. KALKHOF, Manager
Advertising & Sales Promotion

k/a

Amoco

SP

May 31, 1951

Dear Mr. Smith:

I operate on the assumption that it is more important to put the program together every night than it is to keep level with my correspondence - even correspondence with my sponsor. That's the reason for the delay in answering your gracious note of April 11. I have never known a time when it was more difficult to put together a balanced and reasonable news show than during the last six or eight weeks. I have tried to walk down the middle on the MacArthur affair, and the result is that I have been shot at from both sides, but that's no new experience. I thought your contribution to the program on April 10, was in admirable taste and I hope it was effective. I continue to receive favorable comments, both orally and through letters, from old-time listeners regarding the good taste of the AMOCO commercials. With these comments I am in full agreement.

Sincerely yours,

Mr. H. C. Smith
American Oil Company
122 East 42nd Street
New York 17, New York

4.

AMERICAN OIL COMPANY
122 EAST 42ND STREET
NEW YORK 17, N.Y.

H. C. SMITH
PRESIDENT

April 11, 1951

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

May I take this occasion to thank you for the excellent co-ordination of last night's program in which, by recording, I took part. Your comments after my appearance on the program were very timely and wholly adaptable to a perfect continuity of the theme of the program.

Sincerely,

H. C. Smith

AMERICAN OIL COMPANY
122 EAST 42ND STREET
NEW YORK 17, N.Y.

H. C. SMITH
PRESIDENT

AMOCO

January 26, 1951

Dear Mr. Murrow,

I was very pleased indeed when Mr. Kalkhof sent me a copy of the wire to him from Mr. Walter Haas, of Fame Magazine, advising of your having been elected to first place in the best news commentator or analyst classification. I mean that I am very pleased to see that other people are confirming the opinion I have always held. I offer my sincere congratulations.

Cordially,

H. C. Smith

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York 22, N.Y.

Amoco SP

October 4, 1950

Dear Mr. Kalkhof:

The lithographer did indeed do a wonderful job in reproducing my photograph. If you proceed as you are, I will be in danger of becoming famous.

As you may know I have hired Branch Rickey to do a little special commentary on the World Series which may or may not get some added listener interest. I think it will.

I am asking Columbia Records to send you a copy of my third album of I CAN HEAR IT NOW. It ought to be out about the 12th of October. It may at least serve to remind you of the old days when things were a little less hectic than they are now.

If you care to send me names and addresses of Amoco officers or directors who might care to have this album, I will be glad to send them along with my compliments.

As ever yours,

Mr. E. F. Kalkhof
American Oil Company
American Building
Baltimore 3, Maryland

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

Send albums
Sept 10/2

September 13, 1950

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We instructed the Litho-Poster Corporation to send you a sample of our 2 and 4-sheet express posters which will be used during the month of October on all Railway Express trucks from Maine to Florida. Thought you would like to have copies of these for your files.

I think the lithographer did a wonderful job in reproducing your photograph.

Very truly yours,

E. F. KALKHOF, Manager
Advertising & Sales Promotion

k/a

SP

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

October 2, 1950

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Please note the attached postal card. Naturally we do not agree with Mr. Robinson.

Unfortunately, Mr. Robinson does not give his address in Washington, therefore making it impossible for us or for you to answer the card.

In checking the Washington Telephone Directory we discovered there are three J. B. Robinsons listed -

(1) J. Benedict Robinson - 1010 Allan Ave. - Falls Church
(2) Jack B. Robinson - 4482-B - 28th St. - So. Farrington
(3) James B. Robinson - 230 Varnun Street, N.E.

With best regards and hoping to see you soon, I am

Sincerely yours,

E. F. Kalkhof

E. F. KALKHOF, Manager
Advertising & Sales Promotion

EFK:fb

Gentlemen: As a customer for Amoco gas & fuel oil I protest the retention by the Company of Ed Murrow. In effect, he says the new law against Communists is only directed against "red herrings". He is a constant apologist for Reds and Socialists. If the company is not loyal to our system, you'll lose my business.

D C 9-22-50. J B Robinson

WASHINGTON, D.C.
SEP 23
4-PM
1950

SAVE THE
BUY U.S.
PAYROLL

THIS SIDE OF CARD IS FOR ADDRESS

American Oil Co
Baltimore,
Md.

SP

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

September 18th, 1950

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I think you will like to see copy of a letter I have sent to all CBS stations on our network.

Very truly yours,

E. F. KALKHOF, Manager
Advertising & Sales Promotion

k/a

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

September 15th, 1950

Dear Mr.

A few weeks ago it was my pleasure to attend Mr. Frank Stanton's meeting in New York at which he told us how the CBS network and it's affiliated stations were cooperating to publicize CBS network programs.

I was deeply impressed and I know that if the stations follow through using the material prepared for them by the network, that the stations and the advertisers will benefit greatly.

We believe that in our Edward R. Murrow program, both you and we have, beyond a question of a doubt, the finest news program on the air today. We believe that this program deserves and should get all the publicity we can possibly give it. We feel that each station in our network is going to do its bit and we have done and will continue to do our share.

For example, just recently we inserted an advertisement in the newspapers from Maine to Florida announcing that Edward R. Murrow was back from Korea, etc. The call letters of the individual stations were given in the advertisement as it appeared within the coverage area of the station.

Now, beginning October 1st, we are using all 2 and 4-sheet express posters, (a black and white reproduction attached) to publicize the Edward R. Murrow program. This is an excellent advertising medium and our posters are going to remain on display on approximately 4,000 Railway Express trucks from Maine to Florida for the entire month of October.

This, as you realize, is an expensive promotion, but as I indicated in the beginning, I believe that continued cooperation on the part of the stations, the network and the sponsor will be of mutual benefit.

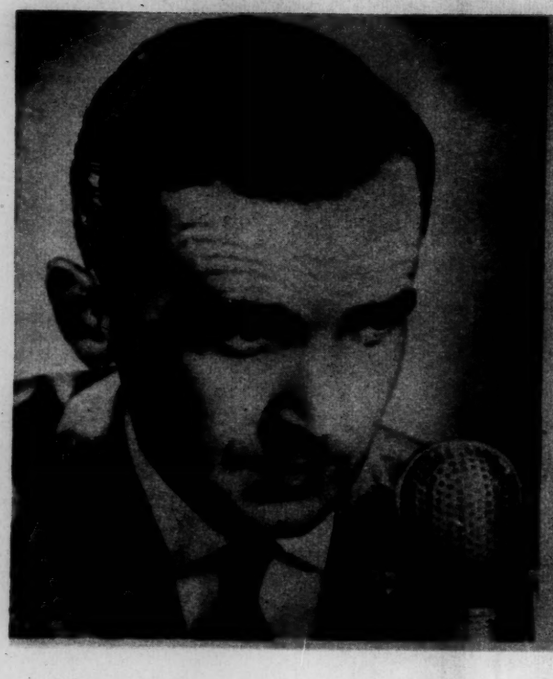
A number of stations have already sent in reports of what they have done to promote our Edward R. Murrow program. We hope that all stations will be sure to tell us of their efforts so that we here will have the proper appreciation of the extent of cooperation given by the individual station on our network.

I would like to take this opportunity to thank you for whatever has already been accomplished.

Very truly yours,

E. F. KALKHOF, Manager
Advertising & Sales Promotion

k/a



EDWARD R. MURRO

AND THE NEWS

MONDAY THROUGH FRIDAY

CBS STATIONS 7:45 PM

AMOCO

AMERICA

ROW

S

PM

ERICAN OIL CO.

Amoco SP

July 7, 1950

Dear Mr. Kalkhof:

In answer to yours of June 30, I want to tell you how pleasant it is to be working again under Amoco sponsorship.

It seems to me that the newspaper advertisements and the commercials on the program are in admirable taste. I hope they are effective and lasting.

As ever yours,

Mr. E. F. Kalkhof
American Oil Company
American Building
Baltimore 3, Maryland

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

June 30th, 1950

Mr. Edward R. Murrow
Columbia Broadcasting System
45 Madison Avenue
New York, New York

Dear Mr. Murrow:

You have undoubtedly heard that all the formalities usually connected with the signing of contracts have been completed and that we are now well launched on what we hope will be, not only the renewal, but a long continuation of a happy relationship.

A folder designed for display in the windows of our dealers is attached. Approximately 15,000 of these will appear from Maine to Florida.

We are also running a newspaper advertisement in all the important papers from Maine to Florida announcing our sponsorship of your program.

Best personal regards.

Very truly yours,

E. F. Kalkhof

E. F. KALKHOF, Manager
Advertising & Sales Promotion

k/a

Sp

Amoco

May 22, 1950

Dear Mr. Kalkhof:

Thanks for the pictures of the Ad Club luncheon. One of them represents the only tangible proof I have that my lugubrious stories ever made anyone laugh.

I enjoyed the experience. No one could ask for a better audience.

As ever yours,

Mr. E. F. Kalkhof
American Oil Company
American Building
Baltimore 3, Maryland

AMOCO

AMERICAN OIL COMPANY

GENERAL OFFICES
AMERICAN BUILDING, BALTIMORE 3, MD.

May 15, 1950

Mr. Edward R. Murrow
Radio Station WTOP
Washington, D. C.

Dear Mr. Murrow:

I want to say thanks for coming to Baltimore and for your help in making "Amoco Day at the Ad Club" the big hit it was. We are still hearing about the affair and about your talk.

It occurred to me that you would like to have the pictures which were taken at the Luncheon. They are enclosed for your files.

Best personal regards.

Sincerely yours,

E. F. KALKHOF, Manager
Advertising & Sales Promotion

EFK:fb

AMOCO
AMERICAN OIL COMPANY
FREEDOM IS EVERYBODY'S JOB!

"Campbell Soup Company sponsored Murrow during the War" - Prime Time

Also sponsored "The World Today" - 1947 and "Edward R. Murrow with the News" for 3 years - 1947 - 1950.

See CBS - Program Operations, Advertising, Dancer-Fitzgerald-Sample.

Franco-American

SPAGHETTI

À LA MILANAISE

(TOMATO SAUCE WITH CHEESE)

NET WEIGHT 15½ OZ.

MADE BY
CAMPBELL SOUP COMPANY
GENERAL OFFICES, CAMDEN, N. J., U. S. A.

DIRECTIONS

REMOVE THE CONTENTS OF THIS CAN TO A SAUCE-PAN OR CASSEROLE, HEAT AND SERVE.

MADE IN U.S.A.
by
CAMPBELL SOUP COMPANY

Successor to

THE
FRANCO-AMERICAN
FOOD COMPANY

Franco-American

SPAGHETTI

À LA MILANAISE

(TOMATO SAUCE WITH CHEESE)

NET WEIGHT 15½ OZ.

MADE BY
CAMPBELL SOUP COMPANY
GENERAL OFFICES, CAMDEN, N. J., U. S. A.

REG. U. S. PAT. OFF.

n

I

Mrs Jennie Shoecraft
1988-R-1
#1 Manroe
7/6/5 Mich
where there is
life there is hopes
I am liveing in
hopes I will hear as
many more of there
Programs as in the
Past I never miss
one it is the most
interesting to me-
and I serve Spegetti
regular I me all
love it

here is one dollar

SP Campbell Soup

July 6, 1950

Dear John:

Thanks for the kind words. I shall indeed hope to maintain and refresh our acquaintance. Perhaps we may meet when I get back from Korea in the autumn.

As ever yours,

Mr. John G. Hoagland
Campbell Soup Company
Camden, New Jersey

Campbell Soup Company

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

R MURROW=

ARE STATION WT

AIRMAIL PROPOSE

APPROVAL. WILL

MPBELL SOUP

June Twenty-seventh
1950

(609) 964-4000

Mr. Edward R. Murrow
Station WTOP
Washington, D. C.

Dear Ed:

This is to express our very best wishes for your success with your new sponsor. The regret which we feel at the discontinuance of our business relationship of the past few years will be alleviated by the knowledge that we may still hear your program at the same old time.

We certainly hope that you will call or drop in whenever you are down this way and allow us to renew old acquaintance.

Cordially yours,

CAMPBELL SOUP COMPANY

John

J. G. Hoagland
Supervisor--Radio Programs

JGH:JS

Wm P MacFarland
V. P
Marketing + Services

WESTERN UNION

1201

(31)

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

...ate ...able- ...s de- ...er is in- ...suitable ...ve or pre- ...address.

...time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

PA516

1950 APR 3 PM 2 42

P=CNA276 PD=CAMDEN NJER 3 221P=

EDWARD R MURROW=

CARE STATION WTOP WASHDC=

PLEASE AIRMAIL PROPOSED LETTER OF APOLOGY FOR PORTLAND PEOPLE APPROVAL= WILL RETURN WITH LIST OF NAMES REGARDS=

CAMPBELL SOUP CO HOAGLAND=

Campbell Soups

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

(28)

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

...ing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA578 PD=WUX NEWYORK NY 4 423P=

1950 APR 4 PM 4 31

EDWARD R MURROW=

COLUMBIA BROADCASTING CO WASHDC=

LETTER RECEIVED THIS MORNING AND LOOKS VERY GOOD TO ME. HOWEVER WILL HAVE TO WAIT ON CAMPBELL SOUP OPINION WHICH THEY WILL BE GIVING US PROMPTLY AND WILL ADVISE YOU. REGARDS=

ADE DANCER FITZGERALD SAMPLE=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Columbia Broadcasting System
Warner Building
Washington, D.C.
April 11, 1950

Dear Mr. Parker:

I want to take this first opportunity after returning from the West Coast to send you my personal apology for failing to meet you for breakfast on Tuesday, March 28. The circumstances surrounding this obvious, and for me, unprecedented lapse of manners were as follows: I flew to Seattle on the weekend against doctor's orders while suffering from a severe cold and a secondary infection as a result of food poisoning picked up in England. The result of the flight was an aggravation of the infection and the stoppage of both ears. After receiving medical attention in Seattle, I flew to Portland, arriving late Monday night, and took a potent sleeping pill as instructed. When I came to, it was 11:00.

I would have attempted to communicate with you directly before leaving Portland, but we were scheduled to fly to San Francisco shortly after the broadcast where the Campbell Soup representatives had arranged another meeting for the next day, and I did not want to make a mess of things two days in a row.

In fifteen years of traveling and broadcasting, I have never missed scheduled air time and have never before had to write a letter of this kind. My chagrin and disappointment is increased with the knowledge that at the other breakfast and luncheon meetings arranged by Campbell Soups

along the Coast, I acquired much useful and stimulating information about economic and social conditions on the Coast.

I hope that you will accept my apology and that I may have the opportunity of meeting you when next I am in Portland.

Sincerely yours,

Mr. Thomas Parker
Northwest Grocery Company
1845 S. E. 3rd
Portland 14, Oregon

P.S. As a small token of my regret, I am sending you two albums of recordings which I hope you will accept from a mighty embarrassed reporter!

E.R.M.

Mr. Juan Young, General Manager
Kienow's Food Stores
1401 S. E. Morrison
Portland, Oregon

Mr. H. E. Carr, Secretary-Manager
United Grocers, Inc.
1001 S. E. Water
Portland 14, Oregon

Mr. Tom Parker
Northwest Grocery Company
1845 S. E. 3rd
Portland 14, Oregon

Mr. S. F. Durkheimer
Wadhams & Company
839 S. E. 3rd
Portland 14, Oregon

Mr. Vic Allen
Safeway Stores, Inc.
1139 S. E. 3rd
Portland 14, Oregon

Mr. Wes Ortner
Columbia Food Company
211 S. E. Madison
Portland, Oregon

Mr. E. A. Chiles, Vice Pres.
Fred Meyer, Inc.
721 S. W. 4th
Portland 4, Oregon

Mr. A. G. Stevenson
Northwest Grocery Company
1845 S. E. 3rd
Portland 14, Oregon

Mr. Matt Baines
Piggly Wiggly Stores
601 N. E. 22nd
Portland, Oregon

Mr. W. H. Ehrman, Jr.
General Grocery Company
45 S. E. Ash
Portland 14, Oregon

Mr. Marion DuBois
Safeway Stores, Inc.
1139 S. E. 3rd
Portland 14, Oregon

Mr. Robert S. Parker
1235 S. E. 26th
Portland, Oregon

DRAFT

April 3, 1950

Dear _____:

I want to take this first opportunity after returning from the West Coast to send you my personal apology for failing to meet you for breakfast on Tuesday morning of last week. The circumstances surrounding this obvious, and for me, unprecedented, lapse of manners were as follows: I flew to Seattle on the weekend against doctor's orders while suffering from a severe cold and a secondary infection as a result of food poisoning picked up in England. The result of the flight was an aggravation of the infection and the stoppage of both ears. After receiving medical attention in Seattle, I flew to Portland, arriving late Monday night, and took a potent sleeping pill as instructed. When I came to, it was 11:00. ~~I then discovered my chief editor, Jesse Zousmer, who was travelling with me, had left word at the hotel desk that I was ill and was not to be disturbed. Zousmer knew that I had a breakfast date but was not aware of its nature, and he was concerned to try and protect me from casual telephone calls. The result of all this miserable confusion was that the hotel did not call me and Mr. Ahrens was unable to reach me on the phone.~~

I would have attempted to communicate with you directly before leaving Portland, but we were scheduled to fly to San Francisco shortly after the broadcast where the Campbell Soup representatives had arranged another meeting for the next day, and I did not want to make a mess of things two days in a row.

In fifteen years of travelling and broadcasting, I have never missed scheduled air time and have never before had to write a letter of this kind. My chagrin and disappointment is increased with the knowledge that at the other breakfasts and luncheon meetings arranged by Campbell Soups along the Coast, I acquired much useful and stimulating information about economic and social conditions on the Coast.

I hope that you will accept my apology and that I may have the opportunity of meeting you when next I am in Portland.

Sincerely yours,

P.S. As a small token of my regret, I am sending you two albums of recordings which I hope you will accept from a mighty embarrassed reporter!

Campbell Soup

WHITE TOWER MANAGEMENT CORPORATION
SUBURBAN AVENUE AT MAIN STREET
STAMFORD, CONNECTICUT

AS E. SAXE, JR.
RESIDENT

February 21, 1950

Mr. Edward R. Murrow
% Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Please accept our most sincere thanks for your generous cooperation in connection with the recent First Birthday celebration of our Stamford White Tower.

Your telegram not only helped to make our announcement to the public very effective, but it served as a terrific morale stimulant to our many employees as well.

You may therefore be assured, that if any sort of reciprocity is ever possible, we shall be very grateful for the opportunity to show our deep appreciation.

Sincerely yours,

WHITE TOWER MANAGEMENT CORPORATION

Thomas E. Saxe Jr.

Thomas E. Saxe, Jr.
President

TES:m

UNION
W. P. MARSHALL, PRESIDENT

BA385
B=NC495 PD= FAX NEWYORK NY 7 430P= 1950 FEB 7 PM 4 52
THOMAS E SAXE JR , PRESIDENT=
WHITE TOWER CORP STAMFORD CONN=

:HAPPY BIRTHDAY STAMFORD WHITE TOWER AND THIS MAKES
TEN WORDS=.
JACK CARTER=

B=ND366 CGN PD=
WHITE TOWER RESTAURANT CO=
STAMFORD CONN=

HAPPY BIRTHDAY TO WHITE TOWER HOPE YOU BREAK THE
BANK. BERT PARKS=

UNION
W P MARSHALL, PRESIDENT

1950 FEB 7 PM 4 52

BA385
B=NC495 PD= FAX NEWYORK NY 7 430P=
THOMAS E SAXE JR , PRESIDENT=
WHITE TOWER CORP STAMFORD CONN=

AS ONE OF YOUR FIRST CUSTOMERS WHEN YOU OPENED FIRST WHITE
TOWER IN NEW YORK HERE IS LUCK ON FIRST BIRTHDAY STAMFORD
TOWER. BEST WISHES AND REGARDS=
EDWARD R MURROW=

B.NC289 CGN PD=RK NEWYORK NY 6 217P=
TOM SAXE JR=
WHITE TOWER STAMFORD CONN=
CONGRATULATIONS ON FIRST BIRTHDAY
FROM " OPEN ALL NIGHT " =.
JACK EIGEN ON WMGM=

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTE
UNIO
W P MARSHALL PRESIDEN

BA431 LA303
L.HDA152 NL PD=HOLLYWOOD CALIF 7=
TO WHITE TOWER
WHITE TOWER BLDG STAMFORD CONN=
:MANY HAPPY RETURNS FROM DOUBLE OR NOTHIN
NEIGHBOR=
WALTER O'KEEFE=..

BA429 LA301
HOLLYWOOD CALIF

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM | SERIAL
DAY LETTER | NIGHT LETTER

WESTERN
UNION
W. P. MARSHALL, PRESIDENT

NO. WDS.-CL. OF SVC. | PD. OR COLL. | CASH NO. | CHARGE TO THE ACCOUNT OF

WT 2DLPD WUX STAMFORD CONN FEBRUARY 8 19
THOMAS E. SAXE JR.
WHITE TOWER MANAGEMENT CORP.
580 MAIN STREET STAMFORD CONN.
HEARTY CONGRATULATIONS UPON THE OCCASION OF
ANNIVERSARY OF YOUR NEW BUILDING IN STAM
STAMFORD HAS PROFITED BY THE COMING OF WHITE
COMMUNITY. SELDOM HAS THE PERSONNEL OF A L
ENTERED SO FULLY INTO THE SOCIAL AND ECONOM
COMMUNITY. VERY FEW HAVE BEEN AS GENEROUS A
HAS BEEN FOR THE BENEFIT OF THE COMMUNITY . P
NEEDY IN THIS COMMUNITY. MAY I ADD MY PERSONA
TO THOSE OF THE CITIZENS WHOM I REPRESENT.
GEORGE T. BARRETT
MAYOR OF STAMFORD

Birthday

Birthday Invitat

Tomorrow = February

Tomorrow will be the first birthday of
White Tower. Won't you help us cele
occasion? Stop in and enjoy a delicio
cakeburger with our compliments.

Thomas E. Saxe, Jr.
PRESIDENT

RN
N

INTERNATIONAL SERVICE
Check the class of service desired; otherwise this message will be sent at the full rate
FULL RATE | DEFERRED
CODE | NIGHT LETTER

COUNT OF | TIME FILED
3 1950 10:15A

N OF THE FIRST
STAMFORD.
HITE TOWER INTO OUR
A LARGE CORPORATION
ONOMIC LIFE OF THE
US AS YOUR CORPORATION
. PARTICULARLY. THE
SONAL CONGRATULATIONS
T.
ETT
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CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

The filing time shown in the da

:BA42
L.HDA150 N
WHITE TOWER=
:WHITE TOWER BLDG STAMFORD CONN=

:FIRST BIRTHDAY CONGRATULATIONS TO STAMFORD WHITE TOWER=
MILTON BERLE=

B=NC349 CGN PD=RK NEWYORK NY 6 327P=
WHITE TOWER=
:WHITE TOWER BLDG STAMFORD CONN=
:FROM WINNER TAKE ALL AND YOUR GREENWICH NEIGHBOR
CONGRATULATIONS=
BUD COLLYER=

7 MW

STER
NIO
P. MARSHALL PRESIDEN
CHARGE T

:HAPPY BIRTHDAY TO STAMFORD WHITE TOWER AND THOSE "GOOD BUY" WHITE
TOWER HAMBURGERS FROM YOUR TELEVISION SHOPPER=
KATHI MORRIS

WHITE TOWER=
:WHITE TOWER BLDG STAMFORD CON
:A LITTLE BIRD TOLD ME YOU ARE CELEBR
BIRTHDAY CONGRATULATIONS FROM THE BIR
:EVELYN KNIGHT=.

=STAM

E TOWER A ROLL OF THE DRUMS FROM:
RAY MCKINLEY AND ORCHESTRA

B=ND366 CGN PD=RK NEWYORK NY
:WHITE TOWER RESTAURANT CO=
:STAMFORD CONN=
:YOUR "INSIDE DETECTIVE" WABD-TV
BIRTHDAY STAMFORD TOWER CONGRA
:ROSCOE KARNS=

UNIO
W. P. MARSHALL PRES DELIV

OWUX STAMFORD CONN FEBRUARY 8 1
HOMAS E. SAXE JR.
OWER MANAGEMENT CORP
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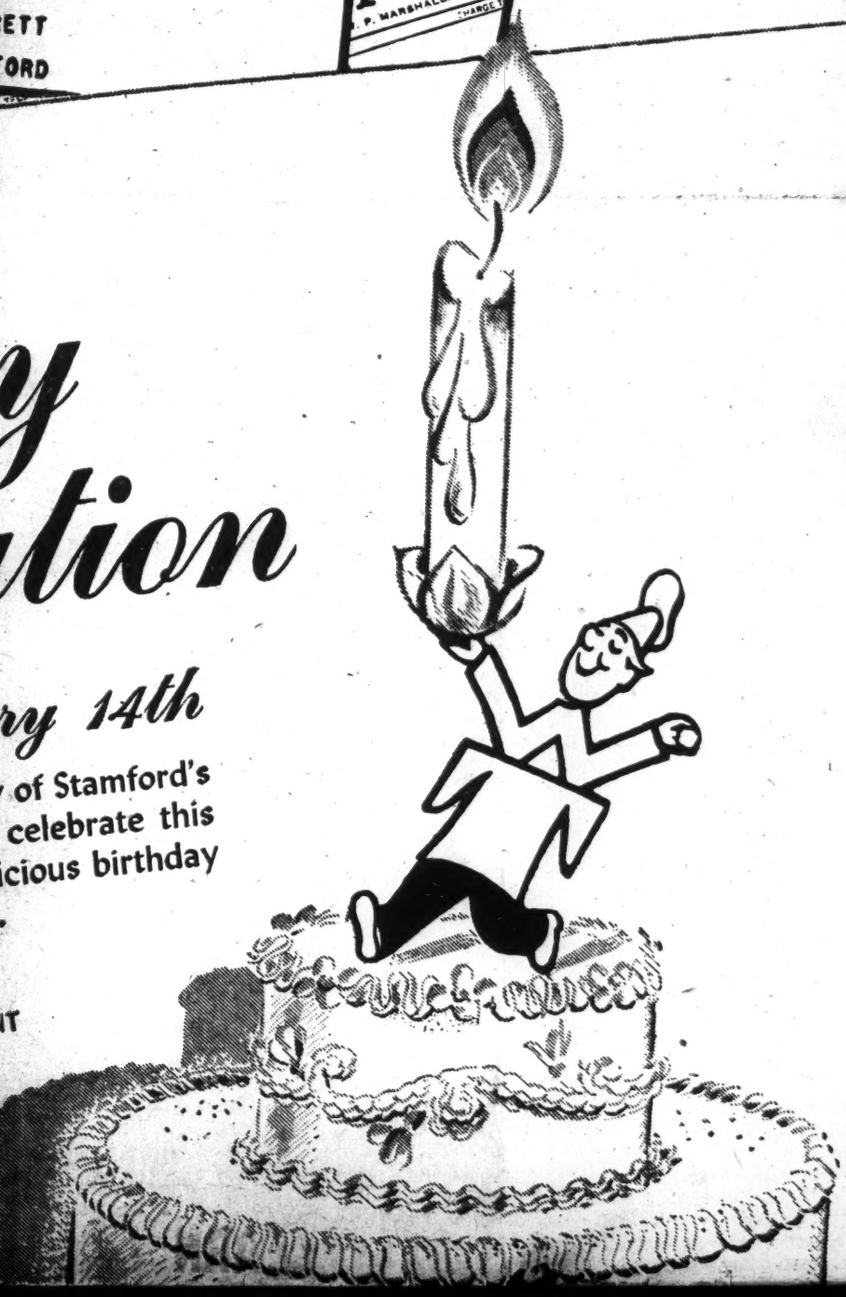
celebrate this
icious birthday
.
NT



L.HDA151 NL PD=
TO WHITE TOWER=
:WHITE TOWER BLDG STAMFORD CONN=
ALL CLUB FIFTEEN IS CHEERING FOR YOUR FIRS
AND MANYEST RETURNS=
:DICK HAYMES=..

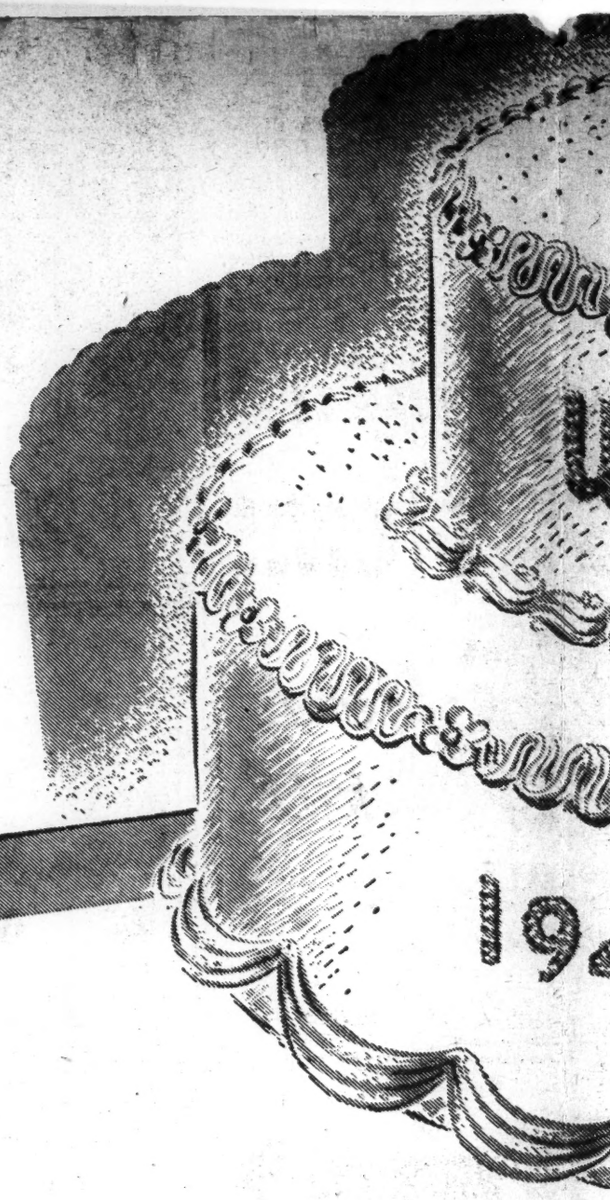
CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt

BA425 LA297
L.HDA149 NL PD=HOLLYWOOD CALIF 7=
WHITE TOWER=
WHITE TOWER BLDG STAMFORD CONN=
:WISH WE COULD BE THERE TO PUT ONE CANDLE ON
YOUR BIRTHDAY CAKE. WISH WE COULD BREAK DIET
AND EAT YOUR CAKE. WELL. WE CAN DREAM CANT WE?=
ANDREWS SISTERS



We wish to express sincere appreciation to our many well-wishers on this occasion

WHITE

RIVER ST. AND WEST PA

TOWER

RK PLACE, STAMFORD

SP

Campbell Soup Company

LOOK FOR THE RED-AND-WHITE LABEL

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

January Fourth
1950

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Ed:

Here is an interesting note from a listener that I thought you might like to see.

Cordially yours,

CAMPBELL SOUP COMPANY

John G. Hoagland

Supervisor -- Radio Programs

JGH:DSD
enc.

January Third
1950

AIR MAIL

Mrs. S. F. Graham
8307 Ward Parkway
Kansas City, Missouri

Dear Mrs. Graham:

Thank you very much for your gracious letter of December 23rd.

It is all too seldom that we receive letters from listeners expressing their appreciation for a radio program. Apparently the listeners only write when they are moved to take offense or give criticism. Fortunately we do not receive many letters of criticism since, as you say, most people agree that Edward R. Murrow is a fair and unbiased newscaster.

Your letter is greatly appreciated and I am going to forward it to Mr. Murrow since I know he would be glad to know of this kind expression.

With very best wishes for a happy 1950, we remain,

Very truly yours,

CAMPBELL SOUP COMPANY

Supervisor — Radio Programs

JGH:DSD

cc: Mr. E. R. Murrow

3 1950
J. G. H.

ANSWERED
J. G. H.

December 23, 1949
Mrs. S. J. Graham
8307 Ward Parkway
Kansas City, Missouri

Campbell Soup Company
Manager of Radio and Advertising Department
Camden, New Jersey

Dear Sir:

I listen to America's most favorite newscaster every evening, Mr. Edward R. Murrow.

His manner is such, that I feel all his listeners will agree; is not opinionated. So the office of news is not taken away.

The real purpose of this letter is to thank Mr. Murrow for the best of many newscasts he has given; the 23rd Psalm he read December 23 1949. It tells fully the gratitude that is in the heart of every American this Christmas, and every Christmas past and yet to come.

I don't know how many of his listeners will write their appreciation; for a more sincere wish for the holidays has never been publicly expressed.

Very truly yours,
Mrs. S. J. Graham

Hoogland

RECEIVED
ADVERTISING DEPARTMENT
DEC 27 9 03 AM 1949

Campbell Soup
SP

December [illegible] 1949

PERSONAL

Mr. Harry Jones
Campbell Soup Company
Camden, New Jersey

Dear Harry:

First, I must wish you all things pleasant and desirable for Christmas and the New Year; second, must tell you most belatedly that I think you were right generous in giving the new album such favorable billing in connection with the end commercial.

As ever yours,

Campbell Soup Company
LOOK FOR THE RED-AND-WHITE LABEL
ADDRESS ALL COMMUNICATIONS TO THE COMPANY
CAMDEN·NEW JERSEY·U·S·A·
CABLE ADDRESS "CAMELSOUP"

October Thirteenth
1949

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I was engaged in conversation with Arnold Saxe at the time of your departure from the Lexington Hotel after the White Tower luncheon yesterday; consequently, I didn't have the opportunity to thank you for the excellent talk you made to this group.

You may be pleased to know that both Arnold Saxe and Thomas Saxe told us they were genuinely grateful to you for taking time out of your busy schedule to attend this luncheon and address their men.

Your participation on this occasion contributed enormously to the success of the White Tower meeting and we, at Camden, are appreciative of your assistance and cooperation.

Speaking for myself, I can tell you that I too shared the enthusiasm of the White Tower personnel in having the pleasure of meeting you personally.

Cordially yours,

CAMPBELL SOUP COMPANY

A. E. Freeman

Advertising Department

AEF:HW

June 22, 1949

Dear John:

Many thanks for your recent letters.

I am returning two of the pictures, and regret to have to tell you that I had a small accident with picture #1 of Mr. Marriott and myself. I wonder if you could send me another print of it; I shall be glad to sign it and shoot it right back to you.

Sincerely yours,

Mr. John G. Hoagland
Campbell Soup Company
Camden, New Jersey

Campbell SOUP Company
LOOK FOR THE RED AND WHITE LABEL

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

June Sixth
1949

Edward R. Murrow
C B S
New York, N. Y.

Dear Mr. Murrow:

I am enclosing two photographs taken at the National Restaurant Convention in Atlantic City. I wonder if I could impose on you and get you to autograph each of these so we may send them to the proper people.

Picture #1 (marked on the back) should be autographed to Mr. J. Willard Marriott. Picture #2 should be autographed to Mr. Andrew J. Crotty, Jr. As you may remember Mr. Crotty was elected president of the association at this convention.

We will appreciate your co-operation and hope that this is not to much of an imposition. If you will return these pictures to me I will see that they are mailed out promptly.

Very truly yours,

CAMPBELL SOUP COMPANY

John G. Hoagland

J. G. Hoagland
Supervisor -- Radio Programs

JGH:vb
Encs. 2

Campbell Soup Company

LOOK FOR THE RED AND WHITE LABEL

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

June Sixteenth
1949

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

I hate to impose upon you, but I am enclosing another photograph which we would very much like to have you autograph and return to us.

The other gentleman in the picture is Mr. Arnold Saxe, President of the White Tower Restaurant chain and you met him at the National Restaurant Association convention in Atlantic City.

Cordially yours,

CAMPBELL SOUP COMPANY

John

J. G. Hoagland
Supervisor -- Radio Programs

JGH:DSD
enc.

Campbell Soup Company

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

May Twenty-seventh
1949

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

You had a rough trip down, but I do want to say thanks again for coming to Atlantic City today.

As always, your remarks were excellent and the over-all value of this show of interest in the activities of the Restaurant people cannot be underestimated.

Sincerely yours,

CAMPBELL SOUP COMPANY,

RMB:VS

Edward Dick Maucker

Campbell's.

May 6, 1949

Dear Rex:

Thanks for the note on the Atlantic City job on May 27th. A question arises in connection therewith: My news sense--such as it is--tells me that I ought to whip over to Paris for a week or ten days to cover at least the beginning of the Foreign Ministers Conference. If I do that, it will mean missing the Atlantic City engagement. I haven't yet really made up my mind about the Paris deal, but when I do I will give you a ring and we can reach a decision.

As ever yours,

Mr. R. M. Budd
Campbell Soup Company
Camden, New Jersey

Campbell Soup Company

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

April Twelfth
1949

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed Murrow:

I want to tell you how much all of us here appreciate your acceptance of the invitation to speak before the National Restaurant group in Atlantic City on May 27th.

As you know, we have recently introduced our individual service soups for restaurant and soda fountain use together with a number of other products designed for this class of trade. The enclosed advertisements from restaurant trade journals gives you complete information on this group of products.

In view of these efforts of ours to get established in the field, your appearance will be most timely ... and thanks again.

Sincerely yours,

CAMPBELL SOUP COMPANY

Ken Rudd

Advertising Manager

RMB:DSD
enc.

ANNOUNCING...

For *your* business,

A COMPLETE SOUP SERVICE BY CAMPBELL'S

... the soups All America eats at home!

Let Campbell's proven popularity
h your customers help you build
EPEAT *sales*—**REPEAT** *profits!*

AST-SELLING KINDS OF
NDENSED SOUPS IN 50-oz. CANS
7 six-ounce servings per can)

y Campbell's Soups for their homes
em and come back for more when they
their favorite eating places! You'll make
ont . . . save costly marketing and kitchen
d have accurate soup cost control when you
's Soups!

- BEEF
- CHICKEN NOODLE
- TOMATO
- BEEF NOODLE
- CLAM CHOWDER
- VEGETABLE-BEEF

FOR QUICK COUNTER SERVICE

. . . Campbell's
8-oz. Ready-to-Serve Soups!

2-minute counter service with these 8 delicious individual service soups . . . favorites of your customers! Help build bigger counter checks—bigger profits!

- BEAN
- CHICKEN NOODLE
- CLAM CHOWDER
- GREEN PEA
- CREAM OF MUSHROOM
- TOMATO
- VEGETABLE
- VEGETABLE-BEEF

V-8 VEGETABLE JUICES
in 6-oz. and 46-oz. cans

Let this delicious appetite-rousing blend of 8 garden-fresh vegetables build bigger meal checks!

V-8 CATSUP
in 14-oz. bottles

3 pounds of luscious tomatoes go into the making of each bottle of this delicious tomato catsup!

V-8 CHILI SAUCE
in 12-oz. bottles

Outstanding quality! Best-flavored chili sauce available anywhere. Finest seasonings ...distinctive flavor!

LL'S PORK AND BEANS
oz. and 52-oz. cans

e American favorite! Better than ever! Tender-cooked beans with a richer, livelier sauce. You *know* your customers will them!

CAMPBELL'S TOMATO JUICE
in 13½-oz. and 46-oz. cans

Delicious — with fresh-tomato flavor from specially-grown tomatoes! Pressed and packed for all lovers of vine-fresh tomato juice!

MPBELL SOUP COMPANY
RANT DIVISION **CAMDEN, N. J.**

FILL OUT AND *MAIL TODAY!*

Campbell Soup Company, Restaurant Division, Camden, N. J.
Gentlemen: Without obligation, please have a Campbell's Salesman call at your earliest convenience.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

pearing in the following 1949 issues of:

in Store Age	February	Fountain Service	February
rican Restaurant	February	Institutions Magazine	February

ER PROFIT-BUILDING, EASY-TO-SERVE

OR YOUR BUSINESS . . .

MPBELL'S PORK AND BEANS

16-OZ. AND 52-OZ. CANS

ngry folks really go for Campbell's Pork and Beans. Just m . . . and you'll know why many of your also prefer these rich, tender-cooked beans for own home use. You can serve Campbell's Pork and as an appetizing main course—or in combination with mburgers, frankfurters and sliced meats. Any way you e them, Campbell's Pork and Beans are an invitation to eating—a sure way for you to keep profits up and happy!

CAMPBELL'S READY-TO-SERVE SOUPS!

r quick counter service

unter counter service with these 8 individual-service soups— of all your customers!

- CREAM of MUSHROOM
- TOMATO
- VEGETABLE
- VEGETABLE-BEEF

EN NOODLE
CHOWDER
PEA

CAMPBELL'S CONDENSED SOUPS

in 50-oz. cans—11 fast-selling kinds!

(17 six ounce servings per can)

Campbell's are far and away the largest-selling soups in America. Let this proven popularity help build your business!

- BEAN with BACON
- BEEF
- BEEF NOODLE
- CHICKEN with RICE
- CHICKEN NOODLE
- CLAM CHOWDER
- CREAM of MUSHROOM
- GREEN PEA
- TOMATO
- VEGETABLE
- VEGETABLE-BEEF

V-8 VEGETABLE JUICES

in 6-oz. and 46-oz. cans

This delicious appetite-rousing blend of 8 garden-fresh vegetables will build bigger meal checks for your business!

V-8 CATSUP

in 14-oz. bottles

3 pounds of luscious specially-grown tomatoes go into the making of each bottle of this delicious tomato catsup!

V-8 CHILI SAUCE

in 12-oz. bottles

Outstanding quality! Best-flavored chili sauce available anywhere. Finest seasonings . . . distinctive, delicious flavor!

SOUP COMPANY
DIVISION
CAMDEN, N. J.

MAIL TODAY!

Campbell Soup Company, Restaurant Division, Camden, N. J.

Gentlemen: Without obligation, please send me complete information regarding your products.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

eaving in the following 1949 issues of:

Store Age	April	Fountain Service	April
ican Restaurant	April	Institutions Magazine	April

Campbell Soup Company

LOOK FOR THE RED-AND-WHITE LABEL

ALL COMMUNICATIONS
COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS
"CAMELSOUP"

May Twenty-third
1949

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
Madison Avenue
New York, New York

Dear Ed:

Attached is a copy of a letter from the Portsmouth Chamber of Commerce, Portsmouth, Ohio.

I have answered it for you thinking you would be too busy at that time to attend the dinner. However, if you are interested, you will notice I left an "out" for a change of plans.

Cordially yours,

CAMPBELL SOUP COMPANY

John

John G. Hoagland
Supervisor — Radio Programs

JGH:DSD
enc.

May Twenty-third
1949

Mr. Louis E. Michel
Secretary
Portsmouth Chamber of Commerce
Portsmouth, Ohio

Dear Mr. Michel:

Your letter addressed to Mr. Sherman Gregory has been referred to me since Mr. Gregory is no longer with us.

It is the policy of the Campbell Soup Company to permit Mr. Murrow to be available for as many meetings as practicable in connection with his radio broadcasts. Unfortunately, however, we do not believe that Mr. Murrow will be available to attend the Annual Dinner Meeting of the Portsmouth Chamber of Commerce to which you have so graciously invited him.

We would like to thank you for the kind invitation extended to Mr. Murrow and should anything occur which would allow a change in present plans, we will be in touch with you.

Yours very truly,

CAMPBELL SOUP COMPANY

JGH

Supervisor -- Radio Programs

JGH:DSD

cc: Mr. Edward R. Murrow
c/o CBS

PORTSMOUTH CHAMBER OF COMMERCE

Portsmouth, Ohio

May 12, 1949

Mr. S. D. Gregory
Campbell Soup Company
100 Market Street
Camden, New Jersey

Dear Mr. Gregory:

In early September, the Portsmouth Chamber of Commerce will hold its Annual Dinner Meeting. This annual event fills the capacity our our largest dining hall, and is considered the community's outstanding dinner meeting of the year. It is our custom to salute the various industries of the area, and this year, we are saluting the three railroads serving Portsmouth. We will have an attendance of high officials of these railroads, possibly the Governor, and other folks prominent in the industrial world.

Because our local Radio Station is a CBS outlet, it has been suggested that it might be possible to secure Edward R. Murrow as our principal speaker, and I am writing you to know if it is the policy of the Campbell Soup Company to permit Mr. Murrow to be available for a meeting such as ours.

No definite date has been established as yet, but we feel certain that the meeting will be held the second week in September, possibly on Thursday, September 8.

We hope that Mr. Murrow might be available to us, and we can assure you of an excellent audience.

Sincerely yours,

/signed) LOUIS E. MICHEL

Louis E. Michel, Secretary
PORTSMOUTH CHAMBER OF COMMERCE

LEM/j

MEMO

Personal April 27, 1949

Ward Wheelock called today to report that four (4) letters had been received to complain about the public health broadcast of April 22nd; specifically about my references to the A.M.A. as a "doctors' trade union" and the quote from Kim Hubbard: "There's one advantage in being poor; the doctor will cure you faster".

I told him I would be glad to send him a copy of the script in question and that further discussion of the matter didn't seem to have any point.

Edward R. Murrow

APRIL 22, 1949

HARRY F. JONES

CAMPBELL SOUP COMPANY

CAMDEN, NEW JERSEY

INFORMATIVELY MOUNTING REQUESTS FOR REPEAT PERFORMANCE LAST NIGHT'S GUEST.

THANKS AGAIN FOR THE KIND WORDS.

ED MURROW

BUSINESS

November 24, 1948

Dear Harry:

Many thanks for the kind words. The album seems to be fairly well received. Maybe it will have some secondary impact on the air show.

As I told you in Chicago, the audience was about the most sympathetic and generous that I remember. As for expenses, I turned in an expense account to CBS and they payed it. Maybe, in due course, they'll pass it along to you, but if they don't--well the profits must be spent somehow. Again my thanks.

As ever yours,

Mr. Harry S. Jones
Campbell Soup Company
Camden, New Jersey

Campbell Soup Company
LOOK FOR THE RED-AND-WHITE LABEL

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

CAMDEN·NEW JERSEY·U·S·A·

CABLE ADDRESS "CAMELSOUP"

JONES
DISTRIBUTION

Mr. Edward R. Murrow
Columbia Broadcasting System Inc.,
485 Madison Avenue
New York (22) N. Y.

Dear Ed:

Yesterday was a big day for me!

In the morning the mail brought us correspondence, copies of which I am enclosing.

In the evening I got a real kick out of hearing Edward R. Murrow's "I hear it now". You may know that Frank Stanton sent me an attachment and quite a number of 45 minute records. I think the job you have done is a terrific one, both entertainment-wise and historically. Congratulations!

I blush about the other enclosure you will find for, as you will see, I certainly intended having it in your hands days and days ago.

With all good wishes,

Sincerely yours,

Harry F. Jones

HFJ-S

The Drake
LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE
TELEPHONE SUPERIOR 7-2200
CHICAGO 11, ILLINOIS

Dear Ed:

Surely your ears must have burned last night!

Everywhere I turned I ran into highly complimentary remarks about your talk. All seemed to want to go out of their way to include expressions of appreciation to the Company.

I know you did a great job for us - and for yourself, too, — and I want to thank you again.

Hope you got back comfortably and that this will find you feeling better.

Best regards

Sincerely

Harry A. Jones

Saturday morning.

The Drake
LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE
TELEPHONE SUPERIOR 7-2200
CHICAGO 11, ILLINOIS

P.S.

Please send me your expense account. Will hold this note to mail Monday, so I may get an address that will prevent getting mixed up with CBS fan mail.

NATIONAL ASSOCIATION OF FOOD CHAINS
Washington (6) D. C.

November 10th 1948.

Campbell Sales Company
Camden, New Jersey

Attention - Mr. W. B. Nixon

Dear Bill:

As you were able to observe, one of the bright spots in the program of our Association's Fifteenth Annual meeting was contributed by your Company.

The members were especially interested in the report brought to them by Edward Murrow. Their attention was completely held by his analysis of some of the crucial problems of today. Comment following the luncheon indicated universal appreciation of his presentation.

I am enclosing a copy of the resolution adopted by the members expressing appreciation, but wanted you, in addition, to have this note to tell you how much Campbell's Soups" added to the enjoyment of the Meeting.

Best regards and all good wishes,

Sincerely yours,

(Signed) John A. Logan

President.

RESOLUTION

The National Association of Food Chains at its Fifteenth Annual Meeting had the pleasure of greeting many friends among food manufacturers, food processors and suppliers. Food Chain executives and their guests also greatly enjoyed the generosity of their food friend, neighbors and allies in the food industry.

Our business sessions have had pleasant diversions, including the splendid address delivered by Edward R. Murrow, chief of CBS News Bureau, sponsored by Campbell's Soups, to whom we express sincere thanks and appreciation.

NATIONAL ASSOCIATION OF FOOD CHAINS
By Unanimous vote of the members
October 23, 1948.

COPY

Personal February 9, 1949

Memo

Wheelock telephoned today to say that some "nut" had written four letter to McGowan at Campbell Soup complaining that I was a communist and had advocated the entrance into this country of the Dean of Canterbury; also that I had signed a petition to that effect. I informed him that Bailey had telephoned me about this some weeks ago, and that Bailey had a script (August 23, 1948) of the only time I referred to the Dean which was a straight-away report; also that I had signed no petition; also that I was not invigorated by the whole business.

Edward R. Murrow

May 4, 1948

Dear Dr. Stout:

The Campbell Soup Company has sent on to me your letter of April 9th. Just in order that the record is straight, I am enclosing a copy of the script to which you took exception.

It was certainly no part of my purpose to defend the political philosophy of Isaacson or Wallace. I was trying to stimulate discussion on an issue that seemed to me of more than passing importance. It may be that I exaggerated the importance of law as the sole protection of the citizen, but if I did so, it is probably because I have had certain opportunities to observe at first hand what happens as a result of extra legal measures whether they are applied against the extreme right or the extreme left.

I confess that I am a little startled at being called a supporter of Henry Wallace and to be accused, by implication at least, of giving aid and comfort to a person engaged in "treason". I would not have thought that my record as a reporter of the last 12 years would have warranted such a conclusion, but then, perhaps I am prejudiced.

Sincerely yours,

Dr. B. F. Stout
The Stout-Todd Clinical Laboratories
Medical Arts Building
San Antonio, Texas

THE STOUT-TODD CLINICAL
LABORATORIES

Medical Arts Building

Dr. B. F. Stout

Dr. D. A. Todd

San Antonio, Texas
April 9, 1948

Campbell Soup Company
Camden, New Jersey

Att'n: Advertising Manager

Dear Sir:

Last night, during the firteen minute broadcast of Edward R. Murrow, he discussed the case of the Congressman Isaacson from New York, in which he spent his time in protesting the action of the State Department in twice refusing him a passport to the Paris Conference, because he opposed our State Department's policy towards Russia.

He stated that it was his Constitutional Right to express his views, which are apparently on the radical side.

In peacetime this is true; but we are, in reality, now at war with Russia and any action taken by this man, adverse to our National Defense Policy is, in effect, and in truth, giving aid and comfort to the enemy and this is, to put it plainly, "treason".

I served in the first World War, did double duty during the last war while my partner was in the Army, and my son-in-law spent five years in the Navy with the rank of Commander, during the past war.

We were all shocked that this man should express such sentiments to his people intime of war and he should be taken off the air, unless he wants to make speeches for Henry Wallace, in whose camp he belongs.

I am sending a copy of this letter to local veterans. Hoping that this will receive the attention that such a serious matter deserves, I am

Yours truly,

/s/ B.F.STOUT,M.D.

NOTED
APRIL 12, 1948
S.D.

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

4 May 1948

PHILADELPHIA

Mr Edward R Murrow
485 Madison Avenue
New York City

Dear Ed

Attached letter to Campbell Soup Company and their letter to Dr Stout is self-explanatory.

This will be followed in the future.

Yours truly

WW:g
enc

3 May 1948

Campbell Soup Company
Camden New Jersey

Attention Mr R M Budd

Dear Sirs

Herewith the transcription of the letter to Dr Stoud as discussed - together with Dr Stout's letter.

We left a copy of this with Mr Murrow, who will answer it direct.

We would like to get two copies of your actual letter to Dr Stout - one for our files, and one to send to Mr Murrow.

As decided, this will be the general tenor of any such future letters - and we will so advise Mr Murrow -

(a) That you will write along the lines of the attached

(b) That Mr Murrow will also write direct where the letter in our opinion warrants it.

This has been cleared with him.

Yours truly

WARD WHEELOCK COMPANY

President

WW:g
enc

WARD WHEELOCK COMPANY
Advertising

EXCERPT FROM CONTRACT COVERING THE

EDWARD R MURROW BROADCASTS -

"WHEREAS, Campbell desires to present a series of news broadcasts over the Columbia network for the sole purpose of obtaining public good will by rendering a service to the public and of advertising its merchandise to the audience listening to such a program; and

WHEREAS, Campbell has no purpose or desire to influence the public mind in its own interest or in the interest of any group, individual, political party or anyone else, but desires solely that the news shall be presented honestly and without editorial bias,in selection, juxtaposition or emphasis and therefore abjures on the part of itself, the Agency and all other organizations and persons within its control all efforts to interfere in any way with the presentation of the news, with the sole exception that it reserves the right to make suggestions looking wholly toward adding interest and usefulness to such programs, with the understanding that the acceptance, rejection or modification of such suggestions lies wholly within the control of Columbia; and

WHEREAS, Columbia furnishes and broadcasts news programs solely for the purpose of enabling the listeners thereto to know facts so far as they are ascertainable and so to elucidate, illuminate and explain facts and situations as fairly to enable the listener to weigh and judge for himself and to this end, Columbia draws upon its knowledge obtained from its news organization, from such news services as are available for use on the program, from individual sources, from history or any other part of the general fund of mankind's knowledge — in other words, Columbia endeavors to assist the listener in weighing and judging developments throughout the world, but refrains, particularly with respect to all controversial, political, social and economic questions, from trying to make up the listener's mind for him."

WARD WHEELOCK COMPANY
Advertising

We are sorry your letter was not acknowledged before. But it could not have been really answered before, because Mr Murrow was in Italy. He has just returned. We have given your letter to him and he will answer it direct and personally.

We want to clarify to you our relationship to Mr Murrow and this program - and we are sending the very carefully predetermined policy and responsibility upon which we operate.

We never see Mr Murrow's subjects or script. We never discuss with him our views or the news in any way.

It is obvious as we knew before we decided to put Mr Murrow on the air that we have a general over all and important responsibility for him. And we are very willing to accept that. We have known him for years. And we know him for a well informed, responsible man, with great personal ability, ideals and sound viewpoints, a thorough anti-Communist and a complete American believing most whole heartedly in our system of government and life. He has been most fortunate in being well known to and working with many great men of all kinds and nations - military - governmental - and business in his capacity as Chief of all Columbia Broadcasting European broadcasting during the war. His personal abilities have made him important to most important men in European countries since 1938, as well as our Washington, foreign, and Army leaders. He is most highly regarded, respected to judgment and views.

We do not expect to agree with all of Mr Murrow's views. But we know there will be no red tinge among any of them.

Furthermore, on ourprogram you will never find him advocating any action or taking editorial privilege of promoting a cause. He presents the facts as a reporter.

Obviously, in the choosing of subjects and facts there will be times when we and other listeners may feel he has favored our opinions or the other side. This is inevitable in dealing with controversial subjects with which we are today surrounded. But we can assure you that it is not the aim of the broadcast and Mr Murrow to take any sides - just present the facts for the listeners' decisions.

It is our opinion that the presentation of Mr Murrow is a public service - and it is presented as such. The completely documental presentation of the news, as accurately, as unbiased, as complete as possible on the air. We have given him greater facilities to obtain news - in news service, in staff, in personal correspondents - than has ever before been available to any man.

It is our feeling that with this confused world, with important events happening and most people with little knowledge or background to form a judgment, with the United States being involved whether we choose or not in overseas affairs where Mr Murrow has had such experience - that the presentation of the facts, carefully edited - the presentation of the background and facts on important subjects in the news so that the listener will be in a better position to form his own judgment (and all this without giving any judgment at any time on the program) is a worthy contribution and laudable service.

We do hope that you will understand our position, our viewpoint, and listen to Mr Murrow so that you can form your judgment on him and his program, and its value on more than one subject.

We appreciate your having written us.

Yours truly

enclose copy of Murrow Ad.

May Third
1 9 4 8

B. F. Stout, M.D.
The Stout-Todd Clinical Laboratories
Medical Arts Building
San Antonio, Texas

Dear Doctor Stout:

We are sorry indeed your letter was not acknowledged before, but it could not be really answered until this date as Mr. Murrow was in Italy and he has just returned. We have given your letter to him and he will answer it direct to you and personally.

We want to clarify our relationship with Murrow and the program, and we are enclosing the carefully predetermined policy and responsibility upon which we operate.

We never see Mr. Murrow's subjects or scripts. We never discuss with him our views or the news in any way.

It is obvious, as we realized before we decided to put Mr. Murrow on the air, that we have a general over-all and important responsibility for him and what he says. We are very willing to accept that responsibility.

We have known him for years. We know him to be a well informed, responsible man, with great personal ability, ideals and sound viewpoints; a thorough anti-Communist, and a complete American believing most whole-heartedly in our system of government and life. He has been most fortunate in being well-known to, and working with, many important men of all kinds and nations - military - governmental - and business in his capacity as Chief of all Columbia Broadcasting System European broadcasting during the war. His personal abilities have made him important to many key men* since 1938, as well as with our domestic, foreign and Army leaders. He is most highly regarded, respected in his judgment and views.

We do not expect to agree with all of Mr. Murrow's views, but we know there will be no red tinge among any of them.

Furthermore, on the program you will never find him advocating any action or taking editorial privilege of promoting a cause. He presents the facts as a reporter.

Obviously, in the choosing of subjects and facts, there will be times when we and other listeners may feel he has favored our opinions or the other side's. This is inevitable in dealing with controversial subjects with which we are surrounded. But we can assure you

*abroad

that it is not the aim of the broadcast and Mr. Murrow to take any sides - just present the facts for the listeners' decisions.

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It is our feeling that in this confused world with important events happening and most people with little knowledge or background to form a judgment, the presentation of the facts and background of the facts, carefully edited, permits the listener to be in a better position to form his own judgment (and all this without giving any judgment at any time on the program).

We do hope that you will understand our position, our viewpoint, and will continue to listen to Mr. Murrow so that you can form your judgment on him and his program and its value on the complete series of broadcasts.

We appreciate very much your having written us, and stand ready to supply any further information you may desire.

Yours very truly,

CAMPBELL SOUP COMPANY,

Advertising Manager

RMB:VS
Enc.

EXCERPT FROM CONTRACT COVERING THE

EDWARD R. MURROW BROADCASTS

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WHEREAS, Columbia furnishes and broadcasts news programs solely for the purpose of enabling the listeners thereto to know facts so far as they are ascertainable and so to elucidate, illuminate and explain facts and situations as fairly to enable the listener to weigh and judge for himself and to this end, Columbia draws upon its knowledge obtained from its news organization, from such news services as are available for use on the program, from individual sources, from history or any other part of the general fund of mankind's knowledge -- in other words, Columbia endeavors to assist the listener in weighing and judging developments throughout the world, but refrains, particularly with respect to all controversial, political, social and economic questions, from trying to make up the listener's mind for him."

The Stout-Todd Clinical
Laboratories

Medical Arts Building

Dr B F Stout
Dr D A Todd

San Antonio. Texas

April 9, 1948

Campbell Soup Company
Camden New Jersey

Att'n: Advertising Manager

Dear Sir:

Last night, during the fifteen minute broadcast of Edward R Murrow, he discussed the case of the Congressman Isaacson from New York, in which he spent his time in protesting the action of the State Department in twice refusing him a passport to the Paris Conference, because he opposed our State Department's policy towards Russia.

He stated that it was his Constitutional Right to express his views, which are apparently on the radical side.

In peacetime this is true; but we are, in reality, now at war with Russia and any action taken by this man, adverse to our National Defense Policy is, in effect, and in truth, giving aid and comfort to the enemy and this is, to put it plainly, "treason".

I served in the first World War, did double duty duringthe last war while my partner was in the Army, and my son-in-law spent five years in the Navy with the rank of Commander, during the past war.

We were all shocked that this man should express such sentiments to his people in time of war and he should be taken off the air, unless he wants to make speeches for Henry Walla,ce in whose camp he blongs.

I am sending a copy of this letter to local veterans. Hoping that this will receive the attention that such a serious matter deserves, I am

Yours truly

B F Stout M D

BFS:ju

C
O
P
Y

5-A-9

April 27, 1948

Mrs. Ruth S. Walsh
112 Sunset Road
Bretton Woods, New Jersey

Dear Mrs. Walsh:

The Campbell Soup Company has sent me copies of their exchange of correspondence with you. The extract which they furnished you of the broadcast concerning Anzio is correct.

Permit me to point out that I proceeded directly from the interviewwith the Communist Mayor to the parish priest, and in the broadcast I quoted the priest at length. Moreover, I proceeded on the proof to interview a citizen of Anzio who had received a letter from his brother in Providence, R.I., and who had decided, on the basis of that letter, not to vote Communist.

The whole effort, in the Anzio broadcast, was simply that of taking a small community, study its component parts, and attempt to reflect the cross-current of conflict in a manner that might be readily understood by American listeners. The Mayor was a Communist. The parish priest confirmed it. So far as your remarks concerning the excommunication of Communists goes, I should like to point out that Italy is roughly 99% Catholic, and yet the Communist Front polled more than 30% of the vote.

I am a reporter concerned with facts--obligated to report them, however unpleasant they may be. My experience with totalitarian regimes is not inconsiderable, (the Communists have in recent weeks liquidated some of my oldest and best friends in Czechoslovakia), I think with all modesty, I can claim some knowledge of the Communist menace to freedom, and if that menace is to be combatted effectively, it must be done, not on the basis of exhortation, but by understanding the sources and conditions from which it draws its strength. Incidentally, I could send you copious quotations in the Moscow press and radio, denouncing this reporter as a war-monger and a tool of reactionary capitalism.

Your insinuations about myself would be more disturbing were it not for my knowledge that so many friends of mine in Eastern Europe have suffered a so much worse fate for trying as best they could to tell the truth.

Sincerely yours,

/s/Edward R. Murrow

cc: Mr. Ward Wheelock

WARD WHEELOCK COMPANY

ADVERTISING

WARD WHEELOCK
PRESIDENT

PHILADELPHIA

26 April 1948

Mr Edward R Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Ed

The enclosed just received from Campbell is self-explanatory.

Would you write a letter to Mrs Walsh and send it so that we will receive it Wednesday morning and a representative from Campbells can go to Point Pleasant Wednesday night and see this person.

Yours truly

Ward Wheelock
g

WW:g
enc

Dictated but not
signed by WW

112 Sunset Road
Breton Woods, New Jersey
April 23, 1948

Mr. James McGowan, Jr., President
Campbell Soup Company
Camden, New Jersey

Dear Mr. McGowen:

Thank you for your prompt and courteous reply to my letter.

I should be most happy to receive your representative on either April 28 or April 29 -- whichever is more convenient for him, provided his visit is sometime after nine o'clock in the evening. My husband's train does not reach the station in Point Pleasant until 8:20 PM and we must drive several miles from there to reach home.

While I remain somewhat less than convinced of Mr. Murrow's impartiality in reporting from Italy, I do admire the stand you have taken and shall do my utmost to maintain an open mind on Mr. Murrow's reply. Whether it be through a personal representative or if that is not convenient at the times I am available, through the mails.

Very truly yours,

/signed/ (MRS.) RUTH S. WALSH

COPY

CAMPBELL SOUP COMPANY

April Twenty-first
1948

Mrs. Ruth S. Walsh
112 Sunset Road
Breton Woods, New Jersey

Dear Mrs. Walsh:

We have delayed answering your letter of April 14th, which was received in Monday morning's mail, until we could secure an exact copy of the remarks made by Edward R. Murrow in his broadcast from Rome. Following is the excerpt to which you undoubtedly referred:

> "The Mayor thinks the campaign has been orderly up to now, but he's afraid that he and a few other Communist leaders will be picked up the night before the voting. The Mayor is a Catholic, as well as a Communist. He shows you his saints' pictures and small religious medals, asserts that the Communists object only to the Church entering politics, never attack its spiritual teachings. He tells you that only a couple of Sundays ago, twenty Communist Party members went to church in a body, for the First Communion of their children."

We are completely confident Mr. Murrow is not a Communist and that he has no Communistic sympathies or affiliations. Campbell Soup Company would not countenance the employment of a person of Communistic or un-American leanings to broadcast the news program for which it has contracted. Mr. Murrow is engaged to present the news without bias in accordance with the terms of his contract; an excerpt of the pertinent paragraph of his contract is enclosed.

Rather than attempt to explain why Mr. Murrow referred to the Mayor of Anzio as "a Catholic as well as a Communist", we think it would be much better for you to receive a direct statement from him following his return home next week.

It is very distressing to learn that we have lost your valued patronage but we are even more disturbed by your suspicion that our Company policies would, in any way, fail to support the causes for which so many of our "Boys" have given so much.

If you will permit us to do so, we should like to have a member of our organization bring Mr. Murrow's reply to your home and then answer any further questions, no matter how searching, which you may ask. We hope this request will be granted, and for the convenience of your reply setting a definite appointment for April 28th or 29th, we are enclosing a self-addressed envelope.

Yours very truly,

CAMPBELL SOUP COMPANY

President

JMcG:DS
enc.

112 Sunset Road
Breton Woods, New Jersey
April 14, 1948

The President
Campbell Soup Company
Camden, New Jersey

Dear Sir:

After listening to the so-called "news" broadcasts of your Edward R. Murrow for the past two nights, I have resolved to substitute Heinz' products for yours on my marketing list, to urge my relatives, friends and neighbors to do likewise, and to write you of the reason for my decision.

With the possibility of war with Russia in the offing, it is beyond my comprehension why a Company that has thrived under the democratic system should consistently sponsor "commentators" whose analyses of news seem suspiciously sympathetic to the Communist philosophy -- a system which, should it gain control in this country, would certainly not benefit any capitalistic enterprise.

Your former news analyst, Bob Trout, presented such distorted versions of the news that his subject-matter actually differed from that of such esteemed radio reporters as Lowell Thomas.

And Trout's successor on the news portion of your nightly program -- Edward Murrow -- frequently appears to be using the Red paper "Pravda" in lieu of a script.

Doesn't it strike you as a dubious coincidence that Murrow in his alleged attempt to probe public opinion in Italy, has interviewed Communists almost exclusively? And doesn't it appear odd that he cited the mayor of an Italian town as a Catholic Communist when the Pope publicly stated that all Communists were automatically excommunicated from the Catholic Church? One would suppose that an alert newsman would be cognizant of the fact that an Italian Communist cannot be a Catholic as well!

As the wife of a Purple Heart Marine Corps veteran, I have an intimate knowledge of the horrors of war and a special interest in seeing that this country does not lose all it gained so painfully in the last war.

Therefore, I intend writing to the Thomas Committee on Un-American Activities concerning the Murrow broadcasts.

And, as for your products, I think I have a better use for our hard-earned money than spending it to support a company that sponsors such questionable broadcasts.

Very truly yours,

/signed/ (MRS.) RUTH S. WALSH

P. S. I enclose a concrete result of your Murrow broadcasts.

Note: Enclosure was Heinz Baked Beans label.

HARRY F. JONES
100 MARKET STREET
CAMDEN, NEW JERSEY

December 31st.

Dear Ed:

Just the day before Christmas, a brace of the most beautiful pheasants I have ever seen arrived at Riverton, accompanied by your card of greetings.

Before the old year slips out I want to express sincere appreciation, and send you and yours best wishes, in every way, for the year to come.

Unfortunately I missed Casey Christmas Eve – I was laid up with a heavy cold but I'm still trying to catch up with him via a recording.

Happy, healthy, prosperous New Year.

Sincerely Harry

7:45

Basis of $3250 weekly payment by Campbell Soup

Zousmer	$337.50	(Includes $112.50 for Repeat)	
Gelin	75.	(Includes $25.00 for overtime)	
Aaron	125.		
Evans	150.		
Repeat Writer	90.		$777.50

Correspondents	160.
Wires	100.
Cables	20.
Recordings	5.
Petty Expenses - N.Y. to Washington	45.
Social Security	30.
CBS News Facilities	1000.
Transcriptions	500.
UP & AP	500.
Weast Coast News Service	100.
	$3237.50

E.R.M. Travel ?

9/24/43 - J.M.Seward

CONFIRMATION

e to the account of

$

S OF SERVICE DESIRED			
STIC		CABLE	
M		ORDINARY	
ER		URGENT RATE	
		DEFERRED	
ER		NIGHT LETTER	

hould check class of service therwise the message will be ansmitted as a telegram or ordinary cablegram.

WESTERN UNION

1206

CABLEGRAM

JOSEPH L. EGAN
PRESIDENT

CHECK
ACCOUNTING INFORMATION
TIME FILED

e following telegram, subject to the terms on back hereof, which are hereby agreed to

NOVEMBER 21, 1947

MR. EDWARD R. MURROW
c/o MR. HOWARD K. SMITH
EUROPEAN DIRECTOR CBS
FLAT 71
49 HALLAM STREET
LONDON W. 1, ENGLAND

ALL OF US HERE DELIGHTED WITH YOUR OUTSTANDING JOB OF RADIO REPORTING ON ROYAL WEDDING. YOUR VIVID WORD PICTURES OF EVENTS INSIDE ABBEY WERE HIGHLIGHT OF ENTIRE WEDDING COMMENTARY. CONGRATULATIONS.

BUDD

CAMPBELL SOUP COMPANY

Campbell Soup

F. 553C-3-46

Columbia Broadcasting System, Inc.

OFFICE COMMUNICATION

To: Mr. Paley cc: Messrs. Murrow and Seward

Mr. Becker

From

Station

June 25, 1947

RE: CBS Campbell Soup Contract for Mr. Murrow

The following is an outline of the proposal we agreed to offer to Mr. Wheelock.

Length of Contract: Ten yearly cycles with the right for Murrow to cancel at end of 5 years on 3 months prior notice. If he elects to cancel, Murrow will not render services on a radio program advertising products competitive to those of Campbell for a period of one year. (Mr. Paley suggested that if he were to be pressed too hard he might offer to have Murrow refrain from any broadcasting for a period of 3 months after effective date of cancellation).

Salary: $2500 per week first 52 weeks, with an increase of $500 per week each 52 weeks thereafter. These fees to apply whether or not there is a rebroadcast of the program. Campbell to assume cost of travelling expense of Murrow and an assistant up to a maximum sum of $10,000 a year if Murrow elects to make a trip or trips, either abroad or in this country, for background material.

Summer Layoff and Vacation: Murrow to be permitted to take a vacation of four weeks with pay each year. Campbell may take an additional hiatus period of four weeks without pay to Murrow. CBS shall have the right to use Murrow on sustaining programs during any hiatus period.

Exclusivity: Murrow not to render services in radio broadcasting except guest appearances with sponsor's consent and except that he may do CBS sustaining programs and render services in the capacity of consultant on news and public affairs for CBS. Murrow will not perform in television on a commercial basis during period of contract. If Campbell wants to use Murrow for television, his salary for such services shall be negotiated.

Arbitration: We are agreeable to an arbitration clause, if requested.

Taxes: We may require Campbell's cooperation in working out Murrow's tax problems.

Columbia Broadcasting System, Inc.

F. 553C-3-46

To _____

From _____

Station _____

OFFICE COMMUNICATION

Package Deal

We agreed to offer the program as a package at $6000 per week plus:

(a) $500 per week increase each 52 week period to take care of Murrow's increase in compensation, and

(b) any increases caused by union negotiations relating to people employed in the preparation and broadcast of the program, and

(c) proportionate increase if our UP and AP press service charges are increased

(d) $10,000 a year maximum allowance for travelling by Murrow and an assistant as outlined above.

There should also be a provision that our package price contains an allowance of $26,000 per year for the use of transcriptions. We would agree to rebate at the end of each year any unexpended portion of that amount and not to spend more than that amount without the consent of Campbell. If Campbell gave its consent we would bill them for the excess over $26,000.

Mr. H-5 ped —

Package Deal

We agreed to offer the program as a package at $6000 per week plus:

(a) $500 per week increase each 52 week period to take care of Murrow's increase in compensation, and

(b) any increases caused by union negotiations relating to people employed in the preparation and broadcast of the program, and

(c) proportionate increase if our UP and AP press service charges are increased

(d) $10,000 a year maximum allowance for travelling by Murrow and an assistant as outlined above.

There should also be a provision that our package price contains an allowance of $26,000 per year for the use of transcriptions. We would agree to rebate at the end of each year any unexpended portion of that amount and not to spend more than that amount without the consent of Campbell. If Campbell gave its consent we would bill them for the excess over $26,000.

Non-starter —

Part-time Sponsor for "ERM with the News,"

"Hear It Now," and "Person to Person"

(612) 776-1561
Hamm's -

Sponsor.

March 19, 1957

Dear Mr. Moe:

I cannot think of any association with a sponsor that has been more agreeable than mine with your organization - and that, incidentally, goes for your advertising agency too.

I think there is a real possibility that Casey and I might be able to do a little fishing in Minnesota about the third week in July.

Perhaps you would be good enough to let me know what the conditions are likely to be at that time.

As ever yours,

Mr. Odd E. Moe, Vice President and General Manager
Theodore Hamm Brewing Company
720 Payne Avenue
St. Paul 1, Minnesota

fc

THEO. HAMM BREWING CO. • 720 PAYNE AVENUE • ST. PAUL 1, MINNESOTA

ODD E. MOE Vice-President and General Manager

March 15, 1957

Dear Mr. Murrow:

Just a note to thank you for your cooperation in making the film that was used as one of the high lights in our annual sales and advertising conference with the sales department and distributors. We had what I think was a very fine meeting and your contribution went a long way to make it that way.

The Ed Murrow-Hamm association has been an excellent one, and our sales people are just as enthusiastic as they ever were.

It is now six or seven years since Mr. Lang, one of the directors of our company, and I visited with you in your office in New York City, and I look forward to having the pleasure of chatting with you again sometime. I have very little occasion to come to New York, but should you pass by this way at any time, the welcome carpet is always out for you and it would be our pleasure to have you stop by.

Don't know how much time you have for fishing and duck hunting but we have a lot of both here in the Land of Sky Blue Waters and will always be happy to make the arrangements.

Good by and Good Luck!

Sincerely,

Odd E. Moe

Odd E. Moe

Mr. Edward R. Murrow
CBS Television
New York City, New York

Sponcors

January 9, 1957

Dear Art:

Thanks for your gracious letter of the 26th. If we had always to work with people like you and your colleagues, we would probably last longer and be happier in the process.

As ever yours,

Mr. Arthur Lund
Campbell-Mithun, Inc.
1300 Northwestern Bank Building
Minneapolis 2, Minnesota

rh

Campbell-Mithun, Inc. Advertising 1300 Northwestern Bank Building, Minneapolis 2

December 26, 1956

Mr. Edward R. Murrow
CBS Television Network
485 Madison Avenue
New York, New York

Dear Ed:

You were most generous in your Christmas remembrance to the Lund family and I certainly want you to know how much we appreciate it.

But even more than the Christmas remembrance, I want you to know that we here at Campbell-Mithun and the people at Hamm's are extremely proud of our working relationship and association with you and your staff. We look forward to many more years of this relationship.

Thanks again for a great year.

Best personal regards,

Arthur H. Lund
mys

Sponsors

THEO. HAMM BREWING CO. • 720 PAYNE AVENUE • ST. PAUL 1, MINNESOTA

W. A. CURTIS Director of Public Relations

March 16, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Enclosed are copies of letters which we have received at this office.

We believe the letters will be of interest to you.

Sincerely yours,

W. A. Curtis

W. A. Curtis

WAC:ev

Encl. 2

C
O
P
Y

Feb. 28, 1956
1402 So 15th Ave
Maywood, Illinois

Hamms Brewing Co.
St. Paul, Minnesota

Gentlemen:

While visiting the other evening, my host tuned in the Edward R. Murrow program. I was surprised and disappointed to note that this program was sponsored by the Hamms Brewing Co.

I certainly concede your right to sponser any program you desire, but may I pass on to you my reaction together with the reactions of many of my friends with whom I discussed this situation. We feel, as tho no doubt hundreds of thousands of patriotic midwesterners feel, that Mr. Murrow is a most undesirable individual. Hamm's Brewery has provided us with many pleasant hours of excellent programs in the baseball and other fields and we are frankly disappointed to feel that you now sponser such a controversial character.

Further purchases of your excellent product only help to sustain Edward R. Murrow on the air.

Yours truly,

/s/ Carl W. Hagberg

C
O
P
Y

JOSEPH M. SHELT
Manufacturer's Representative
P.O.Box 796
Sherman Oaks, California

Feb. 6, 1956

Theo. Hamm Brewing Co.
San Francisco
Calif.

Gentlemen

I have been buying Hamm's by the case from my dealer and am on my last can today. The reason I am changing is because of your boy Ed Murrow. The Oppenheimer performance was bad enough but the last broadcast on the farm situation was too much for me. It was an outrageous misrepresentation of the true farm picture as intelligent and well informed persons are aware.

Yours,

/s/ J. M. Shelt

Sponsors

Campbell-Mithun, Inc. Advertising 1300 Northwestern Bank Building, Minneapolis 2

December 29, 1955

Mr. Edward R. Murrow
CBS Television Network
485 Madison Avenue
New York, New York

Dear Ed:

I want to thank you for the very generous Christmas gift which was received, I can assure you, with great enthusiasm by both Mrs. Lund and myself.

The association with you and John and Jesse during the past year has been completely pleasant and rewarding and we are looking forward to many more years of association with you and your staff.

Please accept my very best wishes for the New Year and again, many thanks for your Christmas remembrance.

Best personal regards,

Art

Arthur H. Lund
ms

Sponsors

RECEIVED
1955 DEC 22 PM 2:06
C.B.S. TRAFFIC DEPT. N.Y.

WU018 30 INTL FR PD ZP EL PARIS VIA WUCABLES DEC 22 1911

CBSINC NEWYORK

('CBSINC' COLUMBIA BROADCASTING SYSTEM 14TH FLOOR)

BURKE MURROW FRIENDLY INFORMATIVELY HAD GOOD TAK XXX GOOD TALK

PHIL MCHUGH VP CAMPBELL EAXXX CAMPBELL EWALD ADVERTIZING

CHEVROLET ACCOUNT STOP HE HAS WRITTEN HIS AGENCY

RECOMMENDING INVESTIGATE POSSIBILITIES SPONSORING SIN REGARDS

SCHOENBRUN

SIN

200P..

PP

THEO. HAMM BREWING CO. • 720 PAYNE AVENUE • ST. PAUL 1, MINNESOTA

W. A. CURTIS Director of Public Relations

October 6, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Enclosed is a copy of a letter which has been received at this office.

We believe it will be of interest to you.

Sincerely yours,

W. A. Curtis

W. A. Curtis

WAC:ev

Encl.

September 27, 1955

Hamm's Brewing Company
720 Payne Avenue
St. Paul, Minnesota

Attn: Public Relations Director

Gentlemen:

I have been one of your greatest boosters. Even before you started extensive advertising in this area, having formerly lived in St. Paul, I knew your beer, liked it and encouraged many friends here to drink it.

However, I have stopped buying your product and I almost feel like discouraging others from it because of your evening show "Person to Person" conducted by Mr. E. R. Murrow.

Mr. Murrow has on several occasions, some recently, exhibited his extremely liberalistic inclinations. I believe that he has seen fit often to praise persons whose actions have been detrimental to our wonderful country and who are themselves dangerous to our security.

I do not challenge Mr. Murrow's right to support or praise anyone he chooses, but I do believe that a fine company like yours should avoid identification with such controversial figures. It is impossible for you to disclaim any responsibility for Mr. Murrow, and expect the matter to stop there. You, at least give tacit approval of all he stands for by continuing your connection with him.

I hope that I will soon be able to enjoy Hamm's beer again, however, it can only be with a clear conscience.

Hopefully,

W. L. Long

W. L. Long
7329 Cortland
Chicago 35, Illinois

Hamm

THEO. HAMM BREWING CO.
720 PAYNE AVENUE SAINT PAUL 1, MINNESOTA

W. A. CURTIS
DIRECTOR OF
PUBLIC RELATIONS

July 25, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Enclosed is a copy of a letter which has been received at this office.

We believe it will be of interest to you.

Sincerely yours,

W. A. Curtis

WAC:ev

Encl.

C
O
P
Y

MARATHON CORPORATION

Rothschild, Wisconsin

July 6, 1955

Mr. William Hamm, Jr., President
Theo. Hamm Brewing Company
720 Payne Avenue
St. Paul, Minnesota

Dear Mr. Hamm:

For some time we have viewed with interest your TV programs. They are good and well presented.

Recently we note that you have become a sponsor for Ed Murrow's Person to Person. From various sources we hear that Mr. Murrow is "leftish".

As we believe that you would not likely sponsor an individual of such tendency, could you tell us what your study of his record shows? Then we will be in a better position to answer people when they raise this issue.

Yours very truly

/s/ Allen Abrams

Allen Abrams,
Vice President

AA:dlt

File

KC

THEO. HAMM BREWING CO.
720 PAYNE AVENUE SAINT PAUL 1, MINNESOTA

W. A. CURTIS
DIRECTOR OF
PUBLIC RELATIONS

May 23, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

We are enclosing copies of letters which we believe will be of interest to you.

Sincerely yours,

W. A. Curtis

WAC:ev

Encls.

C
O
P
Y

4241 Twenty-third St.
San Francisco, Calif.

Hamm's Brewing Co.
Saint Paul, Minn.

Gentlemen:

Everyone I know enjoys Hamm's Beer. We are grateful to you for establishing a brewery here in the City by the Golden Gate.

May I call your attention to the fine advertising they do here while you sponsor E. R. Murrow whom we find very unfarorable to the American principles. Many of our friends will not purchase Hamm's Beer because this man slants the truth. They like the beer but stand on the moral principle of truth.

Hoping for a change like ALCOA, I remain

Yours truly,

/s/ Ann E. Doe

C
O
P
Y

4241 - 23d St.
San Francisco, Calif.
May 18, 1955

Advertising Manager
Hamm Brewery
St. Paul, Minn.

My dear Sir:

The most needed and appreciated video entertainment is family entertainment like Ray Bolger's show - Danny Thomas - Family Theater (Radio KFRS) Way of Saint Francis or such commentators as Robert Hurley, Bill Cunningham and Paul Harvey.

We want what is morally good and wholesome family shows and truthful news reports and comments.

Too many people are lead astray by Murrow's slanted reports.

God bless you.

Yours truly,

Mary A. Dowd
(Mrs. James Dowd)

Sponsors.

THEO. HAMM BREWING CO.
ST. PAUL 1, MINNESOTA

W. C. FIGGE
PRESIDENT AND
GENERAL MANAGER

April 11, 1955

F.A.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

One of the highlights of our annual sales conference was the film you made especially for the meeting.

Your message, directed specifically to our sales and distributor personnel, was most effective in pointing up the importance of "Person to Person" in our advertising plans. We appreciate your cooperation in providing the film and assure you of its value in stimulating even more interest in "Person to Person."

Best wishes for continued success.

Sincerely,

Bill

W. C. FIGGE

WCF mm

Sponsors

THEO. HAMM BREWING CO.
720 PAYNE AVENUE SAINT PAUL 1, MINNESOTA

W. A. CURTIS
DIRECTOR OF
PUBLIC RELATIONS

November 22, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I shall be attending the Public Relations Society of America Conference at the Hotel Roosevelt.

If convenient for you, I would like to stop in your office some time just to say hello.

Sincerely yours,

Bill Curtis

WAC:ev never showed

CBS RADIO

Office Communication

to: Mr. Edward R. Murrow cc. Mr. Seward
Mr. Yourd

from: Mr. Leonard R. Case December 4,1951

Following Mr. Schier's practice of giving you details of changes in sponsorship, may I report that Hamm Brewing has cancelled from its station lineup, WBBM, Chicago and KGVO, Missoula, Montana, effective after the December 28, 1951 broadcast of the EDWARD R. MURROW AND THE NEWS radio program.

LRC:raf L. R. Case

693

Campbell-Mithun, Inc. Advertising 1370 Northwestern Bank Building, Minneapolis 2

July 27, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

You may be interested in the enclosed photographs taken during your recent stopover in the Twin Cities.

The others in the pictures are representatives of Hamm's, Campbell-Mithun, Inc., or WCCO. If you would like additional prints, we will be happy to furnish them.

Your cooperation during your brief visit was very much appreciated.

Kindest regards.

Sincerely,

Tres Goetting

Public Relations Department

Tres Goetting
vb
enc.

Columbia Broadcasting System, Inc.

F 565

OFFICE COMMUNICATION

Samson.

To Walter Schier

From Ed Murrow

Station

January 26, 1951

I have met two principal officers of the Hamm Brewery company and I am not theirs so far as going to Minneapolis is concerned.

E.R.M.

E.R.M.

Columbia Broadcasting System, Inc.

F 559

OFFICE COMMUNICATION

To Mr. Edward R. Murrow

From W. C. Schier

Station

December 21, 1950

Hamm Brewing Company has requested, in return for their agreement to allow us to offer "Hear It Now", with your services, for sponsorship, that you visit Minneapolis "sometime in the near future to get acquainted with the principals of the Hamm Brewery" and also do a few evening shows from there.

I advised that this is not immediately contemplated and should not be a contract matter but that I have referred their request to you.

WCS

Durr, Mrs Clifford

January 25, 1951

Dear Mrs. Durr:

First of all I beseech you to give my respect and affection to Cliff. He is what used to be called in North Carolina a considerable man, and I have an abiding affection for him.

So far as the beer is concerned, between us, I don't find it drinkable. Would it be more advisable, or honorable, for me to remain silent? I am under no illusions as to the end effect of anything I say or the beer people say. Maybe part of my frustration arises from my experience in the last war and in Korea last summer. Maybe more of it is the result of a feeling that nothing that is said can substitute for experience. I don't know what's wrong with the American people, but I'm damned sure it ain't beer.

Thanks for writing as you did.

Sincerely yours,

Mrs. Clifford Durr
2555 Ash Street
Denver Colorado

Columbia Broadcasting System, Inc.

F 559

OFFICE COMMUNICATION

To Mr. Murrow

From Mr. Van Volkenburg

Station

January 8, 1951

In regard to the Hamm Beer commercials, don't you think our Thursday luncheon with the Hamm people would be a good time for you to make comments direct about them.

If you don't agree on this and would prefer not to discuss the matter at length, I'll be glad to take it up directly with the agency through our Chicago office.

J.L.V.

JLV:as

Columbia Broadcasting System, Inc.

F 559-8/50

OFFICE COMMUNICATION

To MR. MURROW cc Mr. Van Volkenburg

From Mr. Stanton

Station

January 5, 1951

This is to confirm the luncheon arrangement for next Thursday (11): William Lang, General Manager of Hamm Brewing, and Mr. Odd Moe, also of Hamm Brewing, will have lunch with us in the twentieth floor dining room at 1 PM.

FRANK STANTON

WW

Hamm

January 5, 1951

Dear Mr. Lang:

I have just been told that you would like to have copies of our "Word for Today". We shall, of course, be glad to send them on to you. I suggest that we put the five of them for a given week in the mail on Friday.

Sincerely yours,

Mr. William Lang
Hamm Brewing Company
720 Payne Avenue
St. Paul, Minnesota

Mr. Murrow
Ed - Per our telephone confabulation x
Bill Fagan
2-3-51
Lang is VP and General Manager
19

RECEIVED
1951 JAN -3 PM 3:50
CBS TRAFFIC DEPT. N.Y.

56

WBBM JAN 3, 1951

WILLIAM J FAGAN

NY

HAMM, S. MURROW, S WEEKLY COLLECTION OF HIS WORD FOR TODAY SHOULD BE SENT TO MR. WILLIAM LANG, HAMM BREWING COMPANY, 720 PAYNE AVENUE, ST. PAUL, MINN. AGENCY ADVISES THEY WILL BE USED FOR MR. LANG, S PERSONAL EDIFICATION AND FOR CIRCULATION AMONG EXECUTIVES AND EMPLOYEES.

HUSTON

Sales + Sponsors
American Airlines

RUTHRAUFF & RYAN *Inc.* ADVERTISING
405 LEXINGTON AVENUE · NEW YORK 17

November 6, 1953

MU 6-6400

Answered by telephone. 11/9/53
K.C.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Last summer I talked with you and Mr. Friendly about American Airlines and the inauguration later this month of nonstop coast-to-coast service. Developments since our talk have altered their plans for this promotion so nothing can be done along the lines we discussed.

However, I now have interested them in your television program, "Person to Person" but, have found from your Program Sales Manager, Tom Connolly, that for the next year only the West Coast segment is available.

We have an option on that portion until Thursday, November 12th, but before buying this I would like to know whether or not you have plans for another program later that American might buy. Or if not, do you think there is any possibility of an alternate week arrangement with any of your present sponsors in order that American could increase the coverage to airline markets in the mid-West and East.

Since this will be American's first venture in television it is very important that it is successful. I would, therefore, appreciate any help you could give me.

Sincerely yours,

Bill Smith

C.L. Smith
Vice President

CLS:jb

American National Bank & Trust.

January 17, 1952

Dear Mr. Stamper:

I have written as you requested to the chairman of the board and the president of the American National Bank and Trust Company.

Regarding the recorded announcements you request, I must decline. I am in fact much gratified to be sponsored in Chattanooga by such a reputable institution, but I have consistently declined to record promotional material for any programs in which I am personally involved. I have followed this practice in regard to netowrk programs as well as local originations and feel that I have no choice but to continue.

I hope the show stands up.

Sincerely yours,

Mr. Walter H. Stamper, Jr.
WDOD Broadcasting Corporation
Chattanooga, Tennessee

January 17, 1952

Dear Mr. Probasco:

Walter Stamper has advised me that you have undertaken sponsorship of my news broadcasts. I am of course pleased to be sponsored by such a distinguished banking firm, and I trust the broadcasts will merit some approval in the area served by your institution and by WDOD.

Sincerely yours,

Mr. S. L. Probasco
Chairman of the Board
American National Bank and Trust Company
Market at 8th
Chattanooga, Tennessee

January 18, 1952

Dear Mr. Chapin:

Walter Stamper has advised me that you have undertaken sponsorship of my news broadcasts on WDOD.

I hope you and your clients will find the broadcasts acceptable.

Sincerely yours,

Mr. E. Y. Chapin, Jr., President
American National Bank and Trust Company
Market at 8th
Chattanooga, Tennessee

WDOD BROADCASTING CORPORATION

AM — CBS — FM

CHATTANOOGA, TENNESSEE

January 4, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
585 Madison Avenue
New York, 22, New York

Dear Mr. Murrow:

We have been lucky enough to sell your newscast to one of the local "Blue Ribbon" accounts...the American National Bank and Trust Company.

I hope you will transcribe the enclosed announcements as there is an excellent chance this account will keep your program beyond the 3-month trial period. We assume there will be no charge.

I feel it would also be helpful if you could find time to drop a personal note to the president of the bank and the chairman of the board. They are ardent fans of yours, and, this small favor would surely be appreciated, and, I feel reward rich dividends.

I hope you will not feel I am presuming too much asking you to do this, but this is a large account that is investing considerable amount in sponsorship of your program. If we can please them, they will remain on indefinitely.

Those letters mentioned earlier should be addressed to: Mr S. L. Probasco, Chairman of the Board, and, Mr. E. Y. Chapin, Jr., President. Both of the American National Bank and Trust Company, Market at 8th, Chattanooga, Tenn.

Thanking you for what I am sure will be your cooperation, I remain,

Cordially,

WDOD BROADCASTING CORP.

Walter H. Stamper, Jr.

Walter H. Stamper, Jr.
Sales.

WDOD

ANNOUNCEMENT COPY

CLIENT AMERICAN NATIONAL TRASER

TIME

FIRST DATE ● CLIENT'S APPROVAL

CLOSING DATE ● STATION'S APPROVAL

[redacted]

MURROW: This is Edward R. Murrow. I hope you will listen to my NEWSCAST tonite at 7:45, sponsored by the AMERICAN NATIONAL BANK AND TRUST CO. Listen on WDOD or, WDOD-FM, your Pioneer Stations.

WDOD

ANNOUNCEMENT COPY

CLIENT AMERICAN NATIONAL TEASER

TIME

FIRST DATE ● CLIENT'S APPROVAL

CLOSING DATE ● STATION'S APPROVAL

MURROW: This is Edward R. Murrow. I know you will want to listen tonite at 7:45 on WDOD or WDOD-FM when the AMERICAN NATIONAL BANK AND TRUST COMPANY, brings you the world news. Remember, that's tonite at 7:45 when I report form AMERICAN NATIONAL.

WDOD

ANNOUNCEMENT COPY

CLIENT AMERICAN NATIONAL TEASER

TIME

FIRST DATE ● CLIENT'S APPROVAL

CLOSING DATE ● STATION'S APPROVAL

MURROW: This is Edward R. Murrow. Speaking for the AMERICAN NATIONAL BAND AND TRUST CO, I cordially invite you to hear the news, tonite at 7:45 on WEEK WDOD or WDOD-FM. AMERICAN NATIONAL sponsors my newscast each evening at 7:45 on WDOD and WDOD-FM.

WDOD

ANNOUNCEMENT COPY

CLIENT AMERICAN NATIONAL TRASER

TIME

FIRST DATE ● CLIENT'S APPROVAL

CLOSING DATE ● STATION'S APPROVAL

MURROW: This is EDWARD R. MURROW greeting the people of Chattanooga. The AMERICAN NATIONAL BANK AND TRUST CO is sponsoring my news on WDOD and WDOD-FM each evening at 7:45. Tune in, and, ask your friends to listen...I believe I'll have interesting news for you all.

WDOD

ANNOUNCEMENT COPY

CLIENT AMERICAN NATIONAL TEASER

TIME

FIRST DATE ● CLIENT'S APPROVAL

CLOSING DATE ● STATION'S APPROVAL

MURROW: This is Edward R. Murrow. The AMERICAN NATIONAL BANK AND TRUST COMPANY sponsors my news each evening at 7:45 on WDOD and WDOD-FM. Tune in and, do me this personal favor, will you? Mention hearing my newscast to your friends at the AMERICAN NATIONAL BANK AND TRUST CO. Thank you.

Fels + Co. Sponsors

Fels & Co.

73RD STREET AND WOODLAND AVENUE, PHILADELPHIA 42

FELS-NAPTHA SOAP

March 29, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York 22, N.Y.

Dear Mr. Murrow:

A brief line to say that we are pleased to be able to co-sponsor your daily newscast over the Columbia Pacific network. We hardly think our company needs introduction to you, but you are always welcome to visit with us should your travels bring you to Philadelphia and you have the time open on your schedule.

Good luck and best wishes,

Cordially,

Max Brown

Max Brown,
Director of Sales.

MB:mh

Beneficial Finance
Sponsors

REACH, YATES & MATTOON
INCORPORATED

ADVERTISING

720 FIFTH AVENUE, NEW YORK 19, N.Y.

March 25, 1957

Mr. Edward R. Murrow
CBS Radio
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

As the letterhead indicates I am connected with the above agency in the capacity of account man on Beneficial Finance. As you perhaps know, Beneficial Finance is the same type of company as Household Finance Corporation. Their reputation and business ethics are of the same high standard.

It is my desire to make a presentation to the client which would involve the basic CPRN Network plus several of the supplementary stations. Ultimately we may be able to go sectional or national. The program which I think would be best for the client, and the one which I wish to propose to them, is your 5:00 o'clock newscast. Information which has reached me is to the effect that you may have some objection to being associated with our client. This information is not definite; however, before I make the presentation to the client I would like to be certain about this point.

In order to clarify the matter and because I wish to approach my client on Wednesday, March 27, I will phone you tomorrow, Tuesday, March 26, and discuss this matter with you.

Thank you for your cooperation.

Sincerely,

Harold Cobb

Harold M. Cobb
Account Executive

HMC:k

Talked

will talk

~~Rowe, Andy~~
Sponsors:
Elgin
National Watch Co.

July 27, 1956

Dear Mr. Rowe:

All of us here enjoyed our association with Elgin and we certainly share your hope that we may one day renew both our business and personal association.

Sincerely,

Mr. Andrew L. Rowe
Elgin National Watch Company
Elgin, Illinois

fc

312

F

~~442-3300~~

(212) 685-6300

ELGIN NATIONAL WATCH COMPANY

ELGIN, ILLINOIS . . TEL. ELGIN 3300

Marketing Awards

Sol de Mel

P-P-1955

June 29, 1956

Mr. Edward R. Murrow
Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I had hoped to be in New York for our final telecast of "Person to Person," but a last minute change in plans forced me to cancel the trip.

I want to take this means of expressing our deep appreciation of the fine relationship we have enjoyed during the past season.

All of us here at Elgin were deeply impressed by the fine quality of all of your shows and the able production, which we felt was compatible and complimentary to our product.

It is with a great deal of reluctance that we give up "Person to Person," and we sincerely hope that we can in some way renew our business association in the not too distant future.

Thank you and the best to you always!

Sincerely

Andrew L. Rowe

Vice President

ALRowe/mm

June 28, 1956

Dear Gordon:

Belatedly, my thanks for your gracious wire. It was indeed a most pleasant association, and I share your hope that we may one day work together again.

Do drop in and see us when you are in town again.

As ever yours,

Mr. Gordon Howard
Advertising Manager
Elgin National Watch Company
Elgin, Illinois

rh

RECEIVED

1956 JUN 22 PM 3:25

C.B.S. TRAFFIC DEPT. N.Y.

WU024 PD

WUX ELGIN ILL JUN 22 1258PMC

EDWARD R MURROW

PERSON TO PERSON COLUMBIA BROADCASTING SYSTEM

ON EVE OF OUR FINAL TELECAST I WANT TO TELL YOU HOW MUCH I HAVE ENJOYED OUR VERY PLEASANT ASSOCIATION. I SINCERELY LOOK FORWARD TO THE TIME WHEN IT CAN BE RENEWED. ALL OF US HERE AT ELGIN HAVE THE GREATEST ESTEEM FOR YOU AND HAVE BEEN PROUD OF THE ASSOCIATION. PLEASE ACCEPT OUR EVERY GOOD WISH FOR YOUR CONTINUED SUCCESS. WITH A HANDCLASP OF GOOD LUCK

GORDON HOWARD ELGIN NATIONAL WATCH CO

219P..

Elgin National Watch Co
Sponsors

ELGIN NATIONAL WATCH COMPANY

ELGIN, ILLINOIS TEL. ELGIN 3300

March 23, 1956

Miss Elizabeth Scofield
Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Liz:

It was nice talking to you the other day, and now I have a favor to ask of you.

Would it be possible to get a photograph of Mr. Murrow and have him autograph it for the daughter of one of our sales executives? Her name is Judy Phillips, and she is one of Mr. Murrow's most enthusiastic followers.

If you could do this and send the photo on to me, I'll be very grateful.

I haven't a trip east planned soon, but I certainly hope we can get together for a visit the next time I am in New York.

Thanks for everything.

Sincerely

Gordon Howard

Advertising Manager

GHoward/nn

Sponsors

January 11, 1956

Dear Mr. Shennan:

That you were shocked by my quoting a Swiss journalist on SEE IT NOW on December 13th distresses me. I note that you do not question the accuracy of the quotation.

You will appreciate, I am sure, that as a reporter I must retain my right to quote anyone I choose so long as the quotation is accurate and in good taste regardless of sponsorship or association. Your reference to the relationship between CBS and NBC did not seem to be altogether appropriate, since on the program Elgin currently sponsors I have not hesitated to use a considerable number of NBC entertainers as well as General David Sarnoff.

Seriously, I doubt that my comment altered in any way the competitive situation between Elgin and Swiss watches, and certainly that was not my intention.

Sincerely yours,

Mr. J. G. Shennan, President
Elgin National Watch Company
Elgin, Illinois

rh
cc: Messrs. Friendly, Zousmer

ELGIN NATIONAL WATCH COMPANY
ELGIN, ILLINOIS TEL. ELGIN 3300

December 19, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

While watching your television show December 13th, I was very shocked to hear you say in the course of describing Louis Armstrong's arrival in Zurich "a Zurich journalist said that Louis Armstrong and his trumpet almost made up for the tariff on Swiss watches".

In the next few days following your show, I was approached by many in our organization and a few outside who expressed surprise that you, who are so closely associated with Elgin, would do this.

As you can imagine, the American Watch Industry views the Swiss industry somewhat like CBS views NBC. Because of this, I'm sure you will understand why I wish that you had not made this remark.

Sincerely

J G Shennan

President

JGShennan/mn

Sponsors

December 23, 1955

Dear Bill:

Thanks for the clipping.

Whenever the CHICAGO TRIBUNE likes anything I do, it's surprising to me, and, I expect, to them.

Let me know when you will be in town again.

As ever yours,

Mr. William W. Wilson, Jr.
Young and Rubicam, Inc.
333 North Michigan Avenue
Chicago 1, Illinois

fo

See It Now Puts Forth Slick Hour

BY LARRY WOLTERS

AMERICAN DUO: See It Now turned up last night with fascinating TV portraits of two contrasting Americans. The first was of Grandma Moses, relaxed, reflective, thoughtful, and still busy with her paint brushes at 95 in her upstate New York home. The other was of Louis [Satchmo] Armstrong, American ambassador of the trumpet and sandpaper voice now wowing Europe.

Grandma Moses

The first half hour showed Grandma Moses hard at work on her newest painting. This part was telecast in color. As she worked steadily, she talked to Ed Murrow about the Presidents from Lincoln all the way to Truman and Eisenhower.

When she visited Mr. Truman, she recalled, a thunderstorm came up. But he assured her the White House was well equipped with lightning rods.

She said she believes Mr. Eisenhower is a good painter, but that Churchill has borrowed too liberally from her style.

Even at 95 she has a remarkably steady hand and deftly put in fine touches on her work. The camera swung around to show many canvases as she talked of how she came to paint them, including one of her former home in the Shenandoah valley in Virginia.

Murrow then followed the bouncy, dynamic Satchmo over a good portion of the continent. Louie followed the path of Hannibal over the Alps. However, Armstrong was flying at 12,000 feet and, as he proceeded, you saw him blowing his horn with peaks silhouetted outside the plane's windows. He was shown spreading his Dixieland gospel in the great capitals of Europe.

The crowd reaction everywhere made it apparent American jazz has universal appeal. And you could believe Satchmo when he said, "Why, in Milan [home of famed La Scala], we were treated like those 'big cats'—Verdi and Wagner."

These two American personalities are totally different. Yet they both proved great on television because they were completely natural, honest, and at ease.

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

WILLIAM W. WILSON, JR.
Manager, Radio-Television Dept.

CHICAGO 1 · 333 No. Michigan Avenue

December 15, 1955

Mr. Edward R. Murrow
Person to Person
CBS Television
485 Madison Ave.
New York, N. Y.

Dear Ed:

Tried to get home in time to catch the complete "See It Now" show, but didn't quite make it. I did, however, get to see the Louis Armstrong portion and enjoyed it very much.

There was much talk here in the Chi ad circle yesterday concerning the show, and believe the enclosed article from the Chicago Tribune will be of interest to you.

Don't know when I will be in New York again -- probably not until February or March, but will keep you advised and perhaps we can spend some time together.

Kindest regards,

YOUNG & RUBICAM, INC.

Bill

Wm. W. Wilson, Jr.

WWW:gg

Sponsors

ELGIN NATIONAL WATCH COMPANY
ELGIN, ILLINOIS TEL. ELGIN 3300

December 8, 1955

Mr. Edward R. Murrow
Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I enjoyed visiting with you Tuesday and appreciate your understanding of our problems.

I left with your secretary, Miss Holder, your Lord Elgin which has been refurbished and also one of our new Lady Elgin ensemble watches. I thought you might like to present this to Mrs. Murrow as a Christmas "stocking" gift.

Sincerely

Gordon

Advertising Manager

GHoward/nn

Sponsors

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

WILLIAM W. WILSON, JR.
Manager, Radio-Television Dept.

CHICAGO 1 · 333 No. Michigan Avenue

November 8, 1955

Mr. Edward R. Murrow
Person to Person
CBS Television
485 Madison Avenue
New York, N. Y.

Dear Ed:

It was certainly nice seeing you again in New York, and I hope on one of my next trips we can have lunch or dinner together.

The client seems to be very happy and is most appreciative of your offer to send the Churchill album to some of their important customers.

I guess the plowing season is over for awhile, but if you would return the catalog with an indication of the one you are interested in, I would be happy to do a little investigating.

Kindest personal regards,

YOUNG & RUBICAM, INC.

Bill

Wm. W. Wilson, Jr.

WWW:gg

PS: Incidentally, the client feels that the watch with the black band shows up a lot better than the one you have been wearing on the last few shows!!!

Sponsors

NOVEMBER 16, 1955

MR. GORDON HOWARD
ADVERTISING MANAGER
ELGIN NATIONAL WATCH COMPANY
ELGIN, ILLINOIS

HAVE MAILED YOU MR. MURROW'S LORD ELGIN.

THANK YOU.

REBECCA HOLDER
Secretary to Mr. Murrow

414-43

Sponsors

ELGIN NATIONAL WATCH COMPANY
ELGIN, ILLINOIS TEL. ELGIN 3300

November 8, 1955

Mr. Edward R. Murrow
Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

If you will send me your Lord Elgin, I'll be glad to place it in good order and rush it back to you.

All the best always!

Sincerely

Gordon

Advertising Manager

GHoward/nn

Sent air mail
Insured $200

Sponsors

ELGIN NATIONAL WATCH COMPANY
ELGIN, ILLINOIS TEL. ELGIN 3300

4

October 19, 1955

Mr. Edward R. Murrow
Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I just wanted to drop you a note to tell you how much I enjoyed you on Ed. Sullivan's show Sunday evening.

As always, you were magnificent, and I have heard more people comment about your appearance than any other part of the show.

All the best always and hope to see you soon.

Sincerely

Gordon Howard
Advertising Manager

GHoward/nn

Sponsors

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

WILLIAM W. WILSON, JR.
Manager, Radio-Television Dept.

CHICAGO 1 · 333 No. Michigan Avenue

August 4, 1955

Miss Rebecca Holder
Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Miss Holder:

Thank you for your wire in connection with Mr. Murrow's availability to attend the Jeweler's Convention at the Waldorf on Tuesday, August 16th.

Mr. Shennan, President of Elgin, is now on his vacation, and his plans are to fly to New York on August 15th, for the convention. Mr. Gordon Howard, Advertising Manager of Elgin will call you on August 15th to arrange a definite meeting time for the 16th. Please advise if this arrangement is suitable.

Also, we would appreciate your sending us Mr. Murrow's home address, which our client has requested.

Thank you.

Cordially,

YOUNG & RUBICAM, INC.

Wm. W. Wilson, Jr.

WWW:gg

Pending

AUGUST 3, 1955

MR. WILLIAM W. WILSON, JR.
YOUNG & RUBICAM, INC.
333 NO. MICHIGAN AVENUE
CHICAGO 1, ILLINOIS

MR. MURROW HAS ASKED ME TO LET YOU KNOW THAT HE WILL BE ABLE TO ~~XXXXXX~~ STOP BY THE WALDORF ON TUESDAY, AUGUST 16 STOP COULD YOU PLEASE LET ME KNOW AT YOUR CONVENIENCE WHAT TIME HE SHOULD BE THERE. ~~XXX~~ THANK YOU.

REBECCA HOLDER
SECRETARY TO MR. MURROW

rh

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

WILLIAM W. WILSON, JR.
Manager, Radio-Television Dept.

CHICAGO 1 · 333 No. Michigan Avenue

July 26, 1955

Mr. Jesse Zousmer
CBS-Television
Person to Person
485 Madison Avenue
New York 22, N. Y.

Dear Jesse:

In connection with my letter to you of July 7th regarding the Jeweler's Convention at the Waldorf on August 14,15,16 and 17, the Elgin suite will be 2320 through 2325.

We would appreciate it very much if Ed could put in an appearance, and we would like to know what day would be most convenient for him so that we could have the President of Elgin, Mr. Shennan, and the Vice President in Charge of Advertising, Mr. Rowe, there to meet him.

Would appreciate hearing from you on this matter, and will be seeing you on or about September 2nd.

Best regards,

YOUNG & RUBICAM, INC.

Wm. W. Wilson, Jr.

gg

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

WILLIAM W. WILSON, JR.
Manager, Radio-Television Dept.

CHICAGO 1 · 333 No. Michigan Avenue

July 7, 1955

Mr. Jesse Zousmer
CBS Television
Person to Person
485 Madison Ave.
New York 22, N. Y.

Rebo
Will you remind Ed
to be in Jester

Dear Jesse:

At our last meeting you will recall that I asked Ed if he would stop by the Elgin suite in the Waldorf Astoria to meet some of the Elgin management during the Jeweler's Convention.

He said that if he was in New York he thought it could be arranged. The dates are August 14, 15, 16 and 17. Any afternoon would be convenient with the client.

Perhaps it is a bit too early to make definite plans, but I did want you to have the information as Ed can plan accordingly.

The sales meeting film was wonderful, and I want to thank you for your splendid cooperation.

Kindest regards,

YOUNG & RUBICAM, INC.

Bill

Wm. W. Wilson, Jr.

WWW:gg

AMERICAN NATIONAL RETAIL JEWELERS ASSOCIATION

Organized in 1906 to serve and represent the Retail Jewelers of America

CHAS. M. ISAAC
EXECUTIVE VICE PRESIDENT

551 FIFTH AVENUE
NEW YORK 17, N.Y.

July 11, 1955

a

Mr. Edward R. Murrow
Vice President
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

We are delighted to learn that the Elgin National Watch Company is to sponsor your television program "Person to Person."

Our 1955 Golden Anniversary (50th) Annual Convention and Trade Show will be held at the Waldorf-Astoria, New York, N. Y., August 14-18, inclusive. The registered attendance in 1954 was 12,731, including retail jewelers from nineteen foreign countries. We hope that it will be possible for you to attend this year, for it will be an excellent opportunity for you to become better acquainted with the retail jewelry industry.

The Elgin National Watch Company will have a prominent exhibit in the Main Ballroom area, and their executive officers will be present at our Golden Anniversary Annual Banquet on Thursday evening, August 18. We hope that it will be possible also for you to attend.

There is attached a copy of our press release dated July 15, and we trust that some reference to this can be made on your daily news program.

With best regards, I am

Sincerely yours,

Chas. M. Isaac

Chas. M. Isaac,
Executive Vice President

AMERICAN NATIONAL RETAIL JEWELERS ASSOCIATION
Organized in 1906 to serve and represent the Retail Jewelers of America
551 FIFTH AVENUE • NEW YORK 17, N. Y.
OFFICE OF THE EXECUTIVE VICE PRESIDENT

NEWS RELEASE

FOR RELEASE FRIDAY, JULY 15, 1955

NEW YORK, N. Y., JULY 11, 1955.

JEWELERS TO VISIT NEW YORK

Approximately 13,000 persons will attend the Golden Anniversary (50th) Annual Convention and Trade Show of the American National Retail Jewelers Association at the Waldorf-Astoria, New York, N. Y., August 14-18 inclusive. Valued at more than $10 millions, jewelry, watches, silverware, and other lines of merchandise sold by retail jewelry stores will go on exhibit Sunday, August 14. It is the largest and oldest convention and trade show in the retail jewelry industry, and the occasion is used by many manufacturers to introduce new and novel ideas to the trade.

The great majority of those attending will be retail jewelers, although the attendance will also include manufacturers and wholesalers. Retail jewelers were present in 1954 from Australia, Belgium, Bermuda, Brazil, Canada, Chile, Colombia, Cuba, Denmark, Honduras, India, Japan, Jamaica, Mexico, Philippines, Peru, San Salvador, Sweden, Switzerland, Venezuela, Virgin Islands, Hawaii and Puerto Rico.

Chas. M. Isaac, Executive Vice President of the jewelers association, announced that additional exhibit space has been provided in order to meet the demand of new exhibitors. The total number of exhibit spaces sold to date is 334 and the total number of display spaces sold to date is 58, making a grand total of 392 exhibitors and participants thus far.

An unusual feature at the Annual Banquet on Thursday evening, August 18 will be the Golden Anniversary Salute to all living Past Presidents

Special Past Presidents' jewels have been designed and will be awarded during the Annual Banquet. The custom of awarding a similar jewel for use by the current President also will be introduced at that time.

A valuable souvenir will be given to every person attending the Annual Banquet on Thursday evening, August 18. The souvenir has been designed to commemorate the Golden Anniversary.

Outstanding entertainment at the Annual Banquet will be provided by the Jewelry Fashion Show featuring Fashions in Jewelry, Yesterday and Today. There will be many beautiful models wearing the jewelry fashions of yesterday and today, staged by the Jewelry Industry Council, Martha Percilla, Fashion Director.

Among the new and novel items to be featured by Elgin National Watch Company are a "Frogman's Watch" for skin divers; a Telephone Watch for busy executives; a "Memory" Watch to remind the wearer of important events; string lined watch straps in bright modern colors; and a highly styled medium price "Ensemble" Watch for women. The Elgin National Watch Company has announced that it is to sponsor the Edward R. Murrow T.V. program "Person to Person."

The Speidel Corporation will introduce a new line of "Originals", tie bars and cuff links in the men's jewelry field, to celebrate their 50 year history in the watchband field.

A new line of General Electric-Telechron electric clocks consisting of a wide variety of designs for every room and need will be introduced by the General Electric-Telechron.

Admark will show the world's largest scarab bracelet, valued at $1,000.00. The scarab bracelet is large enough to be worn as a belt. Other scarab accessories will include earrings, pendant and bracelet.

In addition, the Convention program will include many outstanding speakers, on subjects of timely interest and importance to retail jewelers.

* * *

Chas. M. Isaac,
Executive Vice President

(Revised Copy)

WHO'S WHO IN AMERICA
Volumes 25, 26 and 27

WHO'S WHO IN COMMERCE
AND INDUSTRY
Volumes 5, 6, 7 and 8

WHO KNOWS - AND WHAT
Volumes 1 and 2

THE INTERNATIONAL YEAR BOOK
AND STATESMEN'S WHO'S WHO
1954

WHO'S WHO IN THE EAST
Volumes 2, 3 and 4

BIOGRAPHICAL ENCYCLOPEDIA
OF THE WORLD
Fourth Edition

ISAAC, CHARLES MARTIN, business executive, and distribution authority; born Philadelphia, Pa.; son M. J. and Violet (Francis) Behr; following death of parents was legally adopted as son of William J. and Mary (Griffiths) Isaac; ed. A.B., The George Washington University, Washington, D. C.; m. Gula Louise Welsh, March 1, 1920; 1 dau., Marijean. Engaged in retail bus., 1922-34; president and exec. mgr., Canton (O.) Retail Merchants Bd., 1934-42; exec. asst. to pres., Am. Retail Fedn., Washington, D. C., 1942-44; mgr., domestic distribution dept., Chamber of Commerce of U. S., Washington, D. C., 1944-51; exec. vice pres., American National Retail Jewelers Assn., New York, N. Y., since 1951. Editor, Retail Jewelers Bulletin; Sec.-Treas., Retail Jewelers Trade Council, Inc. Member National Distribution Council, 1944-52. Served as mem. staff insp. gen., S.O.S., Am. E.F., France. Decorated Purple Heart; recipient Certificate of Merit for exceptionally meritorious and conspicuous services; received John N. Van der Vries award from Northwestern Univ., also award from Am. Trade Assn. Execs., 1942. Director, C. of C., Am. Red Cross (Canton Chapter), Travelers Aid Soc., Community Fund, Rotary Club; Chmn. advancement comm., Boy Scouts of Am. (McKinley Chapter), (all Canton, O.). Member Am. Economic Assn., Am. Marketing Assn., Sigma Chi, Artus (national honor society, Economics), Alpha Kappa Psi. Republican. Presbyterian (Ruling elder). Mason (32°). Clubs: University (Washington); University (New York. Lecturer on distribution, Natl. Inst., Northwestern Univ., 1943; N. E. Inst., Yale Univ., 1946; Univ. of Penna., 1946. Contributor to trade periodicals.

Home: 2400 Sedgwick Ave., New York 68, N. Y.
Office: 551 Fifth Avenue, New York 17, N. Y.

* * *

Mr. Murrow—
... a token of our esteem
GH

GORDON HOWARD

ADVERTISING MANAGER
ELGIN NATIONAL WATCH COMPANY

ELGIN, ILLINOIS, U. S. A.

Sponsors.

June 30, 1955

Dear Gordon Howard:

First of all, my belated thanks for the magnificent watch. Since it has my initials on the face, it will not only tell me the time of day but who I am, which is a useful service in the business.

If I am in the country when the Retail Jewelers foregather at the Waldorf, I shall certainly join you.

We have a fair covey of guests lined up for the fall and hope we can market some information, entertainment and watches.

Sincerely yours,

Mr. Gordon Howard
Advertising Manager
Elgin National Watch Company
Elgin, Illinois

rh

ELGIN NATIONAL WATCH COMPANY
ELGIN, ILLINOIS TEL. ELGIN 3300

June 20, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

First of all, I want to tell you how enthusiastic all of us here at Elgin are in becoming associated with you in sponsoring "Person to Person" this fall. We are looking forward to a long and happy sponsorship.

I personally am very grateful for the time you gave me last week, and I enjoyed our visit immensely.

I do hope that you will be in town in August when the American National Retail Jewelers Trade Show and Convention will be held at the Waldorf so you will have the opportunity of meeting Messrs. Shennan and Rowe. The convention opens on Sunday, August 14, and closes Wednesday, August 17.

We received the film this morning, in ample time for the start of our meetings, and I certainly appreciate the fine cooperation of your staff.

I am looking forward to seeing you again soon, and in the meantime I hope you have a very pleasant summer.

All the best always!

Sincerely yours

Gordon Howard

Advertising Manager

GHoward/nn

Sponsors

CBS TELEVISION

Office Communication

to: Mr. Robinson

from: Mr. Murrow

cc: Mr. Hylan
Mr. Aaron

May 18, 1955

Confirming conversation --

It's okay with us for the Elgin opening commercial to be 30 seconds rather than 20, provided there is no other change in the existing format.

E.R.M.

rh

565

Sales Spectacular

client and agency

CLIENT: Ford Dealers and Ford Division
Ford Motor Company
(Monday, Wednesday and Friday)
Dearborn, Michigan

AGENCY: J. Walter Thompson Co.
420 Lexington Avenue
New York 17, N. Y.

YOUR CONTACT: Al Durante

Sponsors

September 12, 1955

Dear Gordon:

Herewith Ed Murrow's tape for the closed circuit program for the Lincoln-Mercury dealers on September 16th.

I hope all goes well.

Sincerely,

KAY CAMPBELL

Mr. Gordon Mason
KNX
Los Angeles 28, California

fc

KNX

CBS Radio - A Division of Columbia Broadcasting System, Inc.

COLUMBIA SQUARE, LOS ANGELES 28, CALIFORNIA · HOLLYWOOD 9-1212

August 25, 1955

Miss Kay Campbell
c/o Edward R. Murrow
CBS Radio
485 Madison Avenue
New York, New York

Dear Kay:

As you probably know, Lincoln-Mercury Dealers Advertising Association has sponsored Charles Collingwood for the past 8 weeks and has renewed their order for another 52 weeks for Edward R. Murrow and the News over some 43 stations of Columbia Pacific Radio Network. Understandably, both the agency and the client are most anxious to get an extensive promotion under way on Mr. Murrow's return.

In connection with this promotion, the agency has asked that we mail a letter from Mr. Murrow to West Coast Lincoln-Mercury Dealers. They have also requested that we include a 2 or 3 minute talk by Mr. Murrow addressed to Lincoln-Mercury Dealers in a 15 minute program which we will release to the closed circuit for broadcast September 16.

I will very much appreciate your advising whether or not these two projects are possible and if so, how they might be best handled.

We are grateful for your cooperation.

Sincerely,

Gordon

Gordon Mason

GM:vp

mon

September 12, 1955

This is the first time this reporter has ever done anything of this sort, but the fact of the matter is that I drove a Lincoln long before I ever worked for Lincoln-Mercury -- and the mortality rate amongst sponsors being what it is, I will probably be driving a Lincoln long after I cease working for them. As a matter of fact, I acquired my first Lincoln when I came back from trying to report the War; that was in 1946. I remember driving it out through North Dakota on my way to the Coast. In a small village several ancient natives were sitting around the gas station; they asked to inspect the new Lincoln. After looking it over at length, one of them remarked, "Might be all right in the East, but it wouldn't be worth a damn out here" -- you will remember, those '46 Lincolns had a button you pushed and the door sprang open. The man in North Dakota explained that a lot of folks out there didn't have garages, let their cars sit out all the time; and come a real heavy sleet storm, "how's a man going to get the doors open less'n he had an axe?" It is good to note that Lincolns are now equipped with doors that you can pull open; that's progress.

The Lincoln I drive at the moment is a two-year-old convertible, rattles a little but performs magnificently. In case any of the top brass should be listening, I am in the market for a new one at the right price. Moreover, my wife drives a Mercury and there have been no complaints; and few husbands can make such a claim.

On my farm I have a Ford tractor and a Ford truck; all this equipment bought before this program was sponsored by Lincoln-Mercury. I may not amount to much as a commentator, but you have got to agree that my judgment when it comes to internal combustion engines is impeccable. It just occured to me that my efforts on radio and television are sponsored in various parts of the country by Lincoln-Mercury, by a gasoline company, and by a manufacturer of beer. This makes me as near to a self-sufficient mobile news commentator as you can find. Imagine driving down the road in a new Lincoln, filled with good gasoline, with a case of cold beer in the back; if I were headed towards the West Coast where I grew up everything would be fine.

I hope that between us, a news broadcast that is put together as honestly as we know how, will help sell automobiles that are put together honestly and with fine craftsmanship.

SEPTEMBER 12, 1955

GORDON MASON
KNX
LOS ANGELES

RE DEALER LETTER FOR LINCOLN MERCURY GPRN SPONSORSHIP HERE'S COPY AS AMENDED BY MURROW: "DEAR FRIEND. NEWSGATHERING AND REPORTING IS A DEMANDING TASK. THERE ARE DEADLINES TO BE MET, PEOPLE AND FACTS TO BE SOUGHT AND COUNTLESS REPORTS TO BE SCANNED FOR THEIR MEANING. THERE IS ALSO THE RESPONSIBILITY OF FAIR PLAY, THE NECESSITY OF ACCURACY AND THE CHALLENGE OF IMMEDIACY. PARAGRAPH. I BELIEVE THAT CBS RADIO STANDS HIGH IN THE RANKS OF THE HANDFUL OF AGENCIES THAT BRING US WORLD NEWS, AND I AM PROUD TO BE A MEMBER OF THAT ORGANIZATION. MY COLLEAGUES - SUCH MEN AS HOWARD K. SMITH, RICHARD HOTTELET, ERIC ~~SEVEREID~~ SEVAREID AND CHARLES COLLINGWOOD - ARE A DISTINGUISHED GROUP OF MEN WHOSE TIRELESS EFFORTS HAVE REWARDED US ALL WITH BRILLIANT NEWS REPORTING. PARAGRAPH.AS PART OF THIS ORGANIZATION, MY PROGRAM - EDWARD R. MURROW WITH THE NEWS - IS HEARD ON THE CBS RADIO STATION IN YOUR AREA MONDAY THROUGH FRIDAY EACH WEEK SPONSORED BY THE LINCOLN-MERCURY ORGANIZATION. PARAGRAPH. HERE'S WISHING YOU THE MAXIMUM BENEFITS POSSIBLE FROM OUR NEW ASSOCIATION. PARAGRAPH. GOOD LUCK. SIGNATURE." REGARDS,

KAY CAMPBELL.

414-43

fc

439 DW CBSLA

9/12/55

RECEIVED
1955 SEP 12 PM 2:5
C.B.S. TRAFFIC DEPT. N.Y.

KAY CAMPBELL

EDWARD R. MURROW OFFICE

CBS RADIO, NEW YORK

OK Kay

~~RE/ DEALER LETTER FOR LINCOLN MERCURY CPRN SPONSORSHIP. SUGGESTED COPY AS FOLLOWS~~ "DEAR FRIEND. NEWSGATHERING AND REPORTING IS A DEMANDING TASK. THERE ARE DEADLINES TO BE MET, PEOPLE AND FACTS TO BE SOUGHT AND COUNTLESS REPORTS TO BE SCANNED FOR THEIR MEANING. THERE IS ALSO THE RESPONSIBILITY OF FAIR PLAY, THE NECESSITY OF ACCURACY AND THE CHALLENGE OF IMMEDIACY. /PARAGRAPH/ I BELIEVE THAT CBS RADIO STANDS HIGH IN THE RANKS OF THE HANDFUL OF AGENCIES THAT BRING US WORLD NEWS, AND I AM PROUD TO BE A MEMBER OF THAT ORGANIZATION. MY COLLEAGUES - SUCH MEN AS ~~HOWARD K.~~ Howard K. Smith, RICHARD HOTTELET, ~~WALKER CRONKITE~~ Eric Sevareid AND CHARLES COLLINGWOOD -- ARE A DISTINGUISHED GROUP OF MEN WHOSE TIRELESS EFFORTS HAVE REWARDED US ALL WITH BRILLIANT NEWS REPORTING. /PARAGRAPH/ AS PART OF THIS ORGANIZATION, MY PROGRAM -- EDWARD R. MURROW WITH THE NEWS--IS HEARD ON THE CBS RADIO STATION IN YOUR AREA MONDAY THROUGH FRIDAY EACH WEEK, SPONSORED BY THE LINCOLN-MERCURY ORGANIZATION ~~CONTINUES TO UPHOLD THE HIGH DEGREE OF QUALITY IN MAKING AND MARKETING THE NATION"S FINEST AUTOMOBILES.~~ /PARAGRAPH/ HERE"S WISHING YOU THE MAXIMUM BENEFITS POSSIBLE FROM OUR NEW ASSOCIATION. /PARAGRAPH/ GOOD LUCK. /SIGNATURE/."

~~WILL APPRECIATE YOUR SENDING APPROVED COPY BY RETURN TWX SOONEST, AND MAILING COLOR SIGNATURE FOR OFFSET REPRODUCTION. THANKS AND REGARDS~~

GORDON MASON

PROGRAM PROMOTION MGR.

CPRN HOLLYWOOD

~~CORRECTION....~~ END OF 6TH LINE ... ~~HIGH IN THE RANKS OF THE HANDFUL~~

THIS MSG IS U R G E N T - U R G E N T

SEPTEMBER 8, 1955

GORDON MASON
KNX
LOS ANGELES

ANSWERING YOUR LETTER AUGUST 25TH MURROW SAYS PLEASE SEND DRAFT OF SUGGESTED LETTER YOU WANT SEND OUT TO LINCOLN-MERCURY DEALERS STOP AIRMAILING RECORDING FOR CLOSED CIRCUIT OUT MONDAY. REGARDS.

KAY CAMPBELL

414-43
fe

Sponsors

JUNE 29, 1955

MR. RALPH GRADY
KENYON AND ECKHARDT
620 MARKET STREET
SAN FRANCISCO, CALIFORNIA

DELIGHTED TO HEAR OF LINCOLN - MERCURY AGREEMENT STOP LOOKING FORWARD TO PLEASANT ~~XXXXX~~ ASSOCIATION WITH YOU THIS SUMMER AND HOPE WE SHALL HAVE AN OPPORTUNITY TO MEET IF YOU COME EAST. REGARDS.

CHARLES COLLINGWOOD

444-710-43
fe

Studio 9 Green Giant
Tues. Nov 6
2:45-3:00

LEO BURNETT COMPANY · INC.

Advertising

360 N. MICHIGAN AVE., AT WACKER DRIVE · CEntral 6-5959

CHICAGO 1

Yes

November 1, 1951

recording sent
11/6/51

Mr. John Aaron
Columbia Broadcasting System
485 Madison Avenue
New York City, New York

Dear John:

Of course, we hope that Ed Murrow will record a personalized cue which includes mention of the Green Giant, however, if he refuses, do you think he might use something like this, "And now a word from Dan Cubberly about something good to eat"? If so, could you have him tape alternate cues for us:

1. "And now a word from Dan Cubberly."

2. "And now a word from Dan Cubberly about something good to eat."

Let me know what you are able to get for us as soon as possible. Many thanks for your cooperation and trouble.

Very truly yours,

Claire Callihan

LEO BURNETT COMPANY, INC.

CC/ek

Hudson dealers.

CBS RADIO

Office Communication

to: Mr. Bill Shaw

from: Dorothy McDonough
Secretary to Mr. Murrow

April 21, 1953

Herewith the letter for the Hudson Dealers which Mr. Murrow played with a bit. I am also enclosing a sample of his signature in case you want to have the letters processed with a facsimile signature.

A supply of his stationery and envelopes has gone out under separate cover.

1137

Date.....

Dear.....:

Nothing could have pleased me more than to hear that you and I and Brooke, Smith, French & Dorrance of the Pacific Coast are working together on bringing the news to the people in your community.

In these critical times reporting imposes an unusual obligation on the reporter. We shall do our best to present the news in a fashion that will merit the confidence of you and your friends and also help sell some Hudsons.

I shall be going over at the end of May for the Coronation and hope to spend some time on the West Coast during August, but in this business it is never possible to know where you will be from one date to the next.

If you have any comments on the programs I would be very glad indeed to have them.

Sincerely yours,

Name.....
Address.....
.....

To Mrs. Murrow

from WILLIAM D. SHAW

This is copy suggested by agency, which, as you might deduce, is B-S-F + D.

Thanks <u>much</u> for your help.

Dear ~~Mr.~~ Joe

Nothing could have pleased me more than to hear that you and I and Brooke, Smith, French & Dorrance of the Pacific Coast are working together on bringing the news to the people in your Community.

In these critical times, people want to know what goes on in the world. Day by day, they follow the news closely and they will thank you, their Hudson Dealer, for bringing it to them.

Incidentally, you might be interested to know that in the process of gathering the news I...(In here, disclose a little information not available to the general public. Any little tid-bit of news or of program technicalities will do, just so that it makes the addressee feel that he is on the "inside".

Kindest regards and best wishes for a top sales year.

Sincerely,

(s) Ed Murrow

Edward R. Murrow

APRIL 21, 1953

BILL SHAW
KNX
LOS ANGELES

REVISED HUDSON DEALER LETTER AND STATIONERY WENT OUT TO YOU EARLIER TODAY. SORRY FOR DELAY BUT MR. MURROW HAS BEEN IN WASHINGTON.

DOROTHY MCDONOUGH
SECRETARY

1-43-7

APRIL 9, 1953

BILL SHAW
KNX
LOS ANGELES

WOULD BE HELPFUL IF YOU FELLOWS COULD SUGGEST SOME COPY FOR THE HUDSON BOYS AND I WILL THEN PROCEED TO MANGLE IT. REGARDS

ED MURROW

1-43-7

CBS RADIO

Office Communication

to: MR. EDWARD R. MURROW

from: BILL SHAW

APRIL 6, 1953

WE WOULD LIKE TO TAKE YOU UP ON YOUR VERY GENEROUS OFFER TO SEND A PERSONAL NOTE TO THE HUDSON DEALERS THROUGHOUT THE WEST COAST. AS YOU KNOW, THEY ARE SPONSORING YOUR BROADCAST ON THE COLUMBIA PACIFIC RADIO NETWORK MONDAYS-WEDNESDAYS-FRIDAYS.

QUESTIONS: WOULD YOU LIKE TO HAVE US PREPARE SUGGESTED COPY OR IS THIS NOT NECESSARY? FRANKLY, WE SORT OF HESITATE TO MAKE SUGGESTIONS ABOUT WORDS ON PAPER TO ED MURROW. TO SAVE YOUR VALUABLE TIME, WOULD YOU LIKE TO HAVE US TYPE THE LETTERS HERE AND SEND THEM BACK FOR YOUR SIGNATURE? IF SO, WOULD YOU SEND US 250 COPIES OF YOUR LETTERHEAD STATIONARY.

PLEASE WIRE IF YOU WOULD LIKE A COPY SUGGESTION. WE HAVE THE LIST OF DEALERS NAMES AND ADDRESSES HERE.

W. S.

WDS:MS

Sponsors
Mark Thomas Inn

January 19, 1957

Mr. Jim Seward
CBS Radio
485 Madison Avenue
New York City, N. Y.

Dear Sir:

We have sold Mark Thomas Inn, sponsorship of Edward R. Murrow, Monday thru Friday. We understand there is a consideration of $2.50 per broadcast to Mr. Murrow.

Mr. Mark Thomas forwarded Mr. Murrow pictures and material yesterday.* This is by far, the very finest Inn between Los Angeles and San Francisco.

Is it possible that Mr. Murrow would produce a short lead-in for use daily. Will you kindly wire approval Monday, January 21, as Mark Thomas would like to get started Tuesday, January 22. Enclosed you will find copy for you and Mr. Murrow to approve.

Very truly,

Jim Timothy

B. P. Timothy
President
KMBY Broadcasting Corp.

BPT/ft

cc- Mr. Edward R. Murrow
cc- Mr. Eric Salline

* Received and sent to Mr. Seward

COPY

Royema
Sponsors

March 21, 1955

Dear Ray:

Many thanks for the kind words.

Sincerely yours,

Mr. Ray Sullivan
Sullivan, Stauffer, Colwell & Bayles, Inc.
477 Madison Avenue
New York 22, New York

rh

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

March 11, 1955

Dear Ed:

I have been reading the reports from the Noxzema salesmen from every state in the country, and I am sure you will be interested in their comments. They reflect both dealer reactions and consumer impressions of "Person to Person".

Without exception, the comments have been most enthusiastic. This is rare with any show because entertainment is like food - a matter of taste.

Most of the comments were on the show, but many applied to your handling of the show ...

"Refreshingly different": As a Director of CBS, this is a tip-off on the direction of CBS show planning. People tend to get bored with a sameness of entertainment fare.

It reminded me of when I was at Yale and went to the Shubert Theatre every week to see the tryouts of Broadway shows. By the law of averages, most of them were mediocre or worse. In those days, "parlor, bedroom and bath" light comedies were popular, as well as the extravaganzas. I finally got so saturated with so many inferior performances that I went for a few years without seeing one show.

"Extremely interesting - clean - instructive" A combination of these descriptions were found in the salesmen's reports. I was interested in this because, as I told you at one of our luncheons, I discovered years ago on participation shows that people of all classes are looking for a combination of entertainment and some element of education.

"Dignified, sympathetic interviewing" From what the salesmen report, both dealers and viewers are impressed with your dignified manner of interviewing guests and with the sympathetic help you give them when that is indicated.

At the Harvard Club, you said that as a business man you were concerned about sales - that without them any program becomes "A sustainer". The salesmen's reports and factory records are most encouraging.

I thought you would like to get these reactions.

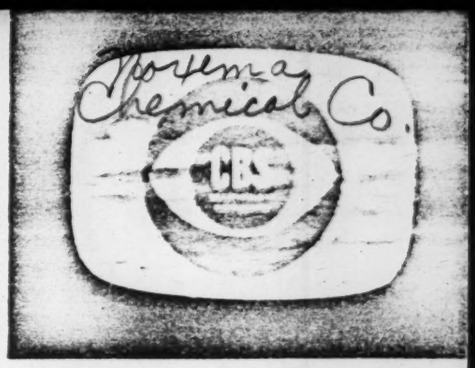
Very cordially,

Ray Sullivan

RFS:KJD

Mr. Marvin Hathaway
Senior Vice Pres.
Noxell Corp
for Noxzema Acct.
P-P

TRADE NEWS



485 Madison Avenue, New York, N.Y.

P-P

May 4, 1954

NOXZEMA CHEMICAL TO ALTERNATE SPONSORSHIP OF "PERSON TO PERSON"

The Noxzema Chemical Company has signed for alternate-week sponsorship of Edward R. Murrow's "Person to Person" series over the CBS Television Network, effective Friday, May 28, William H. Hylan, CBS Television Vice President in Charge of Network Sales, announced today.

Current "Person to Person" sponsors, the American Oil Company (AMOCO) in the East, and the Hamm Brewing Company in the Midwest, will continue their endorsement of the series, alternating with Noxzema's every-other-week schedule (CBS Television, Fridays, 10:30-11:00 PM, EDT).

The program, which made its debut last October, features Murrow's televisits to the homes of the great and the near-great.

Sullivan, Stauffer, Colwell & Bayles, Inc., is the agency for the Noxzema Chemical Company. AMOCO is represented by The Joseph Katz Company, and the Hamm Brewing Company by Campbell-Mithun, Inc.

"Person to Person" is produced by John Aaron and Jesse Zousmer in cooperation with Edward R. Murrow. Directors are Franklin Schaffner, Charles N. Hill and Robert Sammon.

* * *

F 51-12/52

COLUMBIA BROADCASTING SYSTEM, INC.

Private Wire

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

Sales + Sponsors
Oak Cliff Savings + Loan Assoc

Before sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the message is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally reach the addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

Messages for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other stations are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other stations is vital.

DATE September 24 19 53

CHARGE TO ACCOUNT NO. 1 (Div.) 43 (Dept.) 7

Mr. Gaston Poole
President
Oak Cliff Savings & Loan Association
Dallas, Texas

HAVE JUST RETURNED FROM BERLIN AND AM HAPPY TO LEARN YOU ARE SPONSORING MY PROGRAM TUESDAYS AND THURSDAYS. REGARDS.

Ed Murrow

Ed Murrow

Henry Wefing
Can we do?
Thanks
Ed

Rec'd from
Lee Otis 9/18

RECEIVED
1953 SEP -8 PM 2:53
C.B.S. TRAFFIC DEPT. N.Y.

KC

22

SEPT 8

ERIC SALLINE NY RADIO

Fri
KC

notified 9/14/53
A.E.T.

WE HAVE SOLD ED MURROW NEWS TUESDAYS AND THURSDAYS LOCALLY TO OAK CLIFF SAVINGS & LOAN ASSOCIATION DALLAS, TEXAS. IF YOU OR YOUR PUBLICITY DEPARTMENT WOULD SEND A WIRE OVER MR MURROWS NAME TO MR GASTON POOLE, PRESIDENT OF THE ABOVE, EXPRESSIG HAPPINESS IN HAVING HIS FIRM AS A SPONSOR IN THE WIDE TEXAS TERRITORY SERVED BY KRLD AND CBS IT WOULD FIT IN NICELY WITH PUBLICITY WE ARE PLANNING TO GIVE THE PROGRAM AND OAK CLIFF SAVINGS AND LOAN ASSOCIATION.

KRLD PUTMAN

Pan-Am Southern Corp.

FITZGERALD ADVERTISING AGENCY

Southern Building
NEW ORLEANS, 12

April 11, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Ed:

Here is a copy of the letter which I mentioned to you on the phone last week.

Thanks a million for sending us the mimeographed copies of the script. We have forwarded them to Mr. Cronvich, along with a letter of thanks.

Cordially,

Aubrey

AUBREY WILLIAMS
Director, Radio Department

AW/pb
Enclosure

CRONVICH & FRAYLE
Attorneys at Law
404 Cigali Building
New Orleans 12, Louisiana

COPY

March 22, 1951

Pan-Am Southern Corporation
944 St. Charles Avenue
New Orleans, Louisiana

Gentlemen: Att'n: Advertising Department

I would appreciate very much if you would forward to me two copies of the remarks made by Edward R. Murrow with respect to the basketball fixing in New York. As I recall, these remarks were made on his broadcast of Tuesday, Feb 16, 1951, after he had included a wire recording of the remarks of Nat Holman, coach of the City College of New York.

Let me congratulate you on bringing to the people of New Orleans this outstanding commentator.

Very truly yours,

Alwynn J. Cronvich

AJC/gl

Basketball scripts sent 4/6

FITZGERALD ADVERTISING AGENCY

Southern Building
NEW ORLEANS, 12

April 4, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City 22

Dear Ed:

It was nice talking to you on the phone yesterday, and as I promised you, here are copies of a letter which we received from Mr. W. T. Williams of Gulfport, Mississippi, and of a reply which I drafted to him, which Mr. Roy Diwoky of Pan-Am sent to him.

I hasten to add that I have found no reason personally to agree with any of his statements. Being an ex-newspaperman with twelve years' experience on the firing line, I consider you amazingly objective for the type of job you're doing.

I have found your editorial opinions to be expressed as opinions (as in the case of your comments on the abuse of special privileges). However, just in case Mr. Williams is honest and sincere in his complaint, I tried to give him an honest and sincere answer.

Lastly, please don't forget to let us know anything you hear along these lines from our general area. Thanks a million.

Cordially,

Aubrey

AUBREY WILLIAMS
Director, Radio Department

AW/pb

FITZGERALD ADVERTISING AGENCY

April 3, 1951

Mr. W. T. Williams

Gulfport, Mississippi

Dear Mr. Williams:

Thank you for your recent letter regarding Edward R. Murrow's handling of the news on the Pan-Am Broadcasts.

You are correct in your assumption that we do not dictate to Mr. Murrow in any way in the handling of the news ... and you are also correct in assuming that we do not want a disloyal employee working for us.

However, news is a peculiar business. For over 200 years American newspapers have tried to decide how to handle it. Radio has been burdened with the problem for only 30 years.

For instance, the New York Times masthead carries the slogan: "All the news that's fit to print." The Scripps-Howard newspapers put it this way: "Give the people light, and they will find their own way!"

If Mr. Murrow, or any news reporter, slants his news constantly, it isn't long until people like yourself find him out, and start a rebuttal of his biased claims. In other words, so long as we have freedom of speech and freedom of press, the truth will out.

On the other hand, any move to throttle the news makes a newscaster worthless. Some of our top columnists and commentators today have been subject to such treatment, and the results have varied.

A few have been made stronger through criticism, because of America's traditional love for the "underdog". Others, "given enough rope" have hanged themselves.

If we were to try to control Mr. Murrow's news, we would be as guilty of tampering with the news as you feel he is guilty of coloring it. We would then be editorializing as you feel he is editorializing.

COPY

F I T Z G E R A L D A D V E R T I S I N G A G E N C Y

Mr. W. T. Williams

April 3, 1951

Pan-Am presents the news as a public service. Naturally, we want to sell our products...and America's fifth freedom, free enterprise. We don't agree with everything Mr. Murrow says, but we recognize his freedom-given right to say it ... within reason.

And that "within reason" is our only halter on Mr. Murrow. If we continue to get other letters like yours (and incidentally, yours is only the <u>second</u> uncomplimentary letter to reach us in six months of sponsoring Mr. Murrow), you can be sure we will take steps to correct the situation.

We will correct it, though, by severing our relations with Mr. Murrow's broadcasts...and <u>never</u> by censoring or attempting to slant the news.

I am sure you will agree this is the right...the <u>free American way</u>...to handle such a situation.

We are sending your letter on to Mr. Murrow and the Columbia Broadcasting System, so that they will know your reaction to his commentary.

Meanwhile, thanks a million for your intense interest, and your sincere evaluation of Mr. Murrow's broadcasts in Pan-Am's behalf.

COPY

* COPY *

Gulfport, Miss.

President,
Pan-Am Oil Co;
New Orleans, La.

Dear Sir - :

What is the idea of your oil company hiring a radical to broadcast news. The man you hire, Edward Murrow is nearly a Socialist. He is for the Labor Unions, he is for the New Deal, he is for Racial Equality, he is for Socialized Medicine and in fact for all radical laws. He is for the Liberal Senator Hubert Humphries and is against Senator Taft. Every time he can lambast Taft he does it. Just because Taft does not favor giving all of the United States to Europe and sending over millions of soldiers to fight in Europe, Murrow is against him. As Senator Taft is a Conservative, Murrow is against him.

As for the Labor Unions, Murrow is a 100% Union man. He is against "Big Business." Although he gets his living from the latter. I can't understand why Pan Am pays out money to a broadcaster who is against them and the policy for which they stand. Or is Pan Am a Left-wing organization and looks with favor upon Liberal ideas and Liberal policies ???

You probably will say that you cannot control what Murrow says. Nevertheless, are willing to pay him regardless of what he says. What would you do if one of the employees in your office started criticizing Pan Am gasoline saying it was no good, that it was full of carbon, that it knocked a lot, it lacked power and was full of sludge and all in all, was poor gasoline and people would be foolish to use it. What would you do to this person? Why, you would tell him to be loyal to the company and praise its products or you would drop him. That is what you should do with Murrow --- he either supports the principals of the Democratic system of government and the Conservative side of these policies --or you drop him. You pay him plenty of money and thus he should support the sound principals that your company follows.

Yours truly,

/s/ W. T. Williams

* COPY *

Pharma-Craft Sponsors

DECEMBER 8, 1955

MR. PETER A. CAVALLO
J. WALTER THOMPSON CO.
CHICAGO, ILLINOIS

THANKS FOR YOUR WIRE STOP IT INVOLVES MATTERS ENTIRELY OUTSIDE MY PERSONAL PURVIEW STOP THAT CAN BE HANDLED ONLY BY OUR SALES DEPARTMENT AND THEREFORE REFERRING YOUR WIRE TO BILL HYLAN. REGARDS AND THANKS.

EDWARD R. MURROW

52-032

Bill Hylan

(P&P sponsor - Pharma-Craft)

Columbia Broadcasting System, Inc. Planters Peanuts

OFFICE COMMUNICATION

Program Operations

SP

To Ed Chester cc Ed Murrow

From Jack Beck

Station KNX

September 25, 1950

More pressure from our sales department in connection with their sale of Ed to Planters' Peanuts:

I'm told that it will help cement relations with the account in some measure if Ed would agree to cut a couple of minutes on a platter or a tape expressing his reaction to the moving news that Planters had bought him on the coast. This would not be for broadcast. It would be in the nature of the sort of thing which Ed planned to do for Quaker State before he left for the Orient.

In other words, they would like a few chosen words on Ed's pleasure at being associated with such distinguished company; how the West still is his favorite part of the world; and how undoubtedly peanuts have [redacted] contributed more to the downfall of British socialism than any other single thing.

I know both you and he know only too well what is needed; the question is, are you inclined to do it?

JB

RECEIVED
1950 SEP 18 PM 8:20
C.B.S. TRAFFIC DEPT. N.Y.

736 PT

LA SEP 18,1950

~~ED CHESTER~~

N.D

CC ED MURROW NY

AS I U DERSTAND IT, WHILE ED COULD NOT MAKE RECORD FOR US WITH SPONSOR IDENTIFICATION, HE COULD AND WOULD CUT TAPE OR PLATTER WITH SIMPLY OPENING STATEMENT.. "THIS IS EDWARD R. MURROW." CLIENT BUYING SHOW OUT HERE THREE DAYS PER WEEK WOULD LIKE SAME FOR SHOW OPENER. OTHERWISE ON CO-OP SET-UP SHOW OPENS WITH OUR ANNOUNCER YAKKING FOR 45 SECONDS OR SO BEFORE ED IS HEARD. IF RECORDED STATEMENT ABOVE IS OKAY APPRECIATE SAME AT YOUR CONVENIENCE. REGARDS

BECK

Audrey Z.
9/19

Sales + Sponsor
Radio Service Corp of Utah

February 1, 1955

Dear Mr. Kjar:

I have your letter of January 20th.

This is merely a note to tell you that I will record the short tag as requested.

You may expect to receive the tape recording within the next few days.

Sincerely yours,

Mr. J.A. Kjar
Radio Service Corporation of Utah
Union Pacific Building
Salt Lake City 1, Utah

fc

Sent tape 2/2/55

KSL Radio

RADIO SERVICE CORPORATION OF UTAH

50,000 WATT AFFILIATE OF THE CBS RADIO NETWORK
UNION PACIFIC BUILDING, SALT LAKE CITY 1, UTAH

JOSEPH A. KJAR
SALES MANAGER

Jan. 20, 1955

Yes KC

VIA AIR MAIL

Mr. Edward R. Murrow
CBS Radio
New York City, N. Y.

Dear Mr. Murrow:

This is a further followup on our original request for a recorded tiein with our local co-op sponsor on your 7:45 pm News. The reason for our asking for this accommodation is due to the fact that we've always been able to get the cooperation of the other CBS newsmen on a similar request such as on the morning World News Roundup and News of America features. It has provided a very valuable item of prestige for the local account.

It would be very helpful to us if we could strike a point of compromise in getting you to record a short tag which would tie in our co-op sponsor. Would it be possible to have you record the following: "Now a word from Dean Bennett in Salt Lake City"?

This would eliminate the local sponsor mention on your part but would still give us the association of prestige with the personality of Edward R. Murrow. May I add as a final clincher the bouquet that our local sponsor is very enthusiastic at the possibility of a long association with your newscast?

Sincerely yours,

J. A. Kjar

JAK/ad

DECEMBER 17, 1954

MR. KJAR
STATION KSL
SALT LAKE CITY
UTAH

SORRY, BUT I HAVE HAD TO ADOPT A POLICY
OF NOT MAKING CUT AWAY TAPES INVOLVING
MORE THAN IDENTIFICATION OF LOCAL ANNOUNCER
AND THINK I MUST STICK WITH THAT THOUGH
I SURE WOULD LIKE TO BE HEARD ON KSL STOP
I HOPE THIS DOESN'T COST YOU A SALE.
REGARDS AND BEST WISHES.

ED MURROW

414-710-43

SU 36

DEC 8 1954

EDWARD R MURROW CBS RADIO NY

HV POSSIBLE COOP SALE FOR SUST DAYS UR NEWS IF IT WUD B POSSIBLE FOR U TO RECORD TAG WHICH WUD TIE IN WITH LCL COOP SPONSORS MESSAGE SUCH AS "THIS IS EDWARD R MURROW. I,LL B BACK IN A MOMENT WITH THE WORD FOR TODAY. NOW HERE,S DEAN BENNETT /LCL ANNCR/ IN SLAKE CITY WITH A WORD ABT /NAME OF LCL SPONSOR/". UR COOPERATION ON THIS WUD PROBABLY MK THE SALE. RGDS

J A KJAR KSL

Sales & Sponsors
Safeco Ins. Co.

OCTOBER 30, 1953

BILL SHAW
CBS LOS ANGELES

MR. MURROW SAYS OKAY TO GO AHEAD WI TH LETTERSREGARDS

DOROTHY MCDONOUGH
SECRETARY

143-7

Sales + Sponsors

OCTOBER 28, 1953

BILL SHAW
CBS LOS ANGELES

IT'S A BIG JOB. LET'S WAIT AND SEE IF THEY RUN BEYOND EIGHT WEEKS. WE CAN THINK ABOUT IT AGAIN THEN. REGARDS

ED MURROW

1-43-7

Rehe
Make copy
for Henry F Lyman.

RECEIVED
1953 OCT 27 PM 6:14
C.B.S. TRAFFIC DEPT. N.Y.

1174FS

LA OCT 27,1953

URGENT URGENT

EDWARD R MURROW

CBS RADIO NY

~~COPY HENRY FLYNN~~

CBS NY

YOU WILL BE PLEASED TO KNOW THAT THE TUESDAY-THURSDAY SEGMENTS OF YOUR PROGRAM ON THE CPRN RECENTLY DROPPED BY EDISON CHEMICAL HAVE BEEN RE-SOLD TO THE GENERAL INSURANCE COMPANY OF SEATTLE, WASHINGTON, THRU MC WILKINS, COLE & WEBER ADVERTISING AGENCY, FOR ITS SUBSIDIARY AUTO AND FIRE INSURANCE COMPANY CALLED SAFECO. COMPANY IS CONSERVATIVE, WELL ESTABLISHED AND WELL REGARDED. INITIAL ORDER IS JUST EIGHT WEEKS BUT WE HAVE EVERY EXPECTATION OF CONTINUANCE. AS A PERSONAL NOTE, UNDERSTAND MR. PAUL COIT ONE OF THE COMPANY,S STOCKHOLDERS, IS A FRIEND OF YOURS. COMPANY HAS ASKED IF YOU WILL APPROVE A NOTE ON YOUR LETTERHEAD OVER YOUR SIGNATURE TO COMPANY AGENTS AND BROKERS NUMBERING SOME 4,000 THROUGHOUT THE WEST. COPY WILL BE ALMOST IDENTICAL TO LETTER SENT TO HUDSON DEALERS. WE

WILL PREPARE AND PROCESS LETTERS HERE. COPY AS FOLLOWS. PARAGRAPH ONE. "NOTHING COULD HAVE PLEASED ME MORE THAN TO HEAR THAT YOU AND I AND THE SAFECO INSURANCE COMPANY OF AMERICA ARE WORKING TOGETHER IN BRINGING THE NEWS TO THE PEOPLE OF YOUR COMMUNITY." PARAGRAPH TWO, "IN THESE CRITICAL TIMES REPORTING IMPOSES AN UNUSUAL OBLIGATION ON THE REPORTER. WE SHALL DO OUR BEST TO PRESENT THE NEWS IN A FASHION THATIWILMPMERIT THE CONFIDENCE OF YOU AND YOUR FRIENDS AND ALSO HELP MAKE THE NEW SAFECO AUTO INSURANCE PLAN AN IMPORTANT PART OF YOUR BUSINES ENTERPRISE." PARAGRAPH THREE, " IF YOU HAVE ANY COMMENTS ON THE PROGRAMS, I WOULD BE VERY GLAD INDEED TO HAVE THEM. SINCERELY YOURS." MAY WE HAVE YOUR APPROVAL FOR THIS MAILING PLUS ANY SUGGESTIONS OR COMMENTS. THANKS AND REGARDS.

BILL SHAW

GEN MGR, CPRN

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK 22, N.Y.

November 16, 1953

Dear Sir:

Nothing could have pleased me more than to hear that you and I and the Safeco Insurance Company of America are working together in bringing the news to the people of your community.

In these critical times reporting imposes an unusual obligation on the reporter. We shall do our best to present the news in a fashion that will merit the confidence of you and your friends and also help make the new Safeco Auto Insurance Plan an important part of your business enterprise.

If you have any comments on the programs, I would be very glad indeed to have them.

Sincerely yours,

Ed Murrow

November 17, 1953
Seattle, Washington

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear sir:-

Since I have reasons for not signing this letter you may consider it in the nature of a courteousy to you.

In the first place your insinuation of November 16th that you and I and the Safeco Insurance Company of America have anything in common is erroneous.

You intimate that you heard from others I and Safeco were working together which indicates a desire on the part of someone else to represent myself and my business connections as other than the facts of the case.

There is no question whatever that I have been injured financially by your broadcasts and others of similar nature wherein it is intimated that customers of mine should call their broker to find out how Safeco operates. Neither as a broker or as an agent have I in any way ever given anyone authorization to have anyone call me and, in fact, this misrepresentation on your part or on the part of those responsible for intimating to you that I was working with Safeco, has cost me already a considerable financial loss in my time and misrepresentation as to my true beliefs and moral integrities in my chosen line of work. This has taken place to the extent that I have consulted with legal authority on the subject and have been advised that there may arise circumstances if this is continued where I will have legal recourse. I have reasons at this time which deter me from seaking any such redress immediately but it seemed to be no more than courteous, in view of the fact that you may not be familiar with all details of this matter that I should acquaint you with my feeling and, while I do not believe in unsigned letters, if this information herein contained should be of value to you in any way, it would not have been in vain in an altruistic sense.

I might mention also that I resent the insinuation that these are Critical times. Certainly in my years of life, I see nothing more to be worried about at this time than at almost any other time. It would be indicated that you were among those who are rather easily terrified or disconcerted which does not appear to me to be a very truly American Heritage.

Most sincerely,

Sponsors
Shulton, Inc.

June 29, 1956

Dear Mr. Carpenter:

My belated thanks for your gracious note of May 25th. I have never worked under more agreeable sponsorship than yours, and I am delighted you found the programs acceptable.

Sincerely yours,

Mr. F. N. Carpenter, Jr.
Vice President
Shulton, Inc.
630 Fifth Avenue
New York 20, New York

rh

Shulton
INCORPORATED

Early American · Old Spice · Friendship's Garden · Desert Flower · Fine Soaps and Chemicals

GENERAL OFFICE AND PLANT · CLIFTON, NEW JERSEY
SALES OFFICES IN NEW YORK, BOSTON, CHICAGO, DALLAS, AND
LOS ANGELES – SUBSIDIARIES · TORONTO, HAVANA, AND MEXICO CITY

630 FIFTH AVENUE, NEW YORK 20, N.Y. CIRCLE 5-6263

May 25, 1956

Mr. Edward R. Murrow
c/o CBS - Television
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I should like to add the congratulations of all of us here at Shulton for the very fine documentary on Africa. I thought Part II "Report from Africa" was one of the finest things I have ever seen on television.

Our association with the three "See It Now" shows has been most pleasing to us, and reports from our customers have been most encouraging.

Hoping to have the pleasure of meeting you one of these days, I am

Sincerely,

SHULTON, Inc.

F. N. Carpenter, Jr.

FNC:omf

F. N. Carpenter, Jr.
Vice-President

Sponsors

April 30, 1956

Dear Miss Rowland:

Thanks very much for your gracious letter of April 26th. We have high hopes for the second half of the program -- I like the commercials too, and Mrs. Murrow sends thanks for your package.

Sincerely yours,

Miss Maxine Rowland
Advertising Manager
Shulton
630 Fifth Avenue
New York 20, New York

rh

from Maxine Rowland

April 26, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It was impossible during the run-off of the Africa show in the studio Monday night to get its full impact. When I saw it a few minutes later on my set at home, I realized that it was a truly magnificent show. Congratulations on what must be to you a most rewarding project.

All of us at Shulton have been receiving congratulations from everywhere on sponsoring the show. We were delighted with every aspect and are now looking forward to Part Two.

I want to particularly thank you, too, for the very nice comments you made on the films as lead-in to our commercials.

Sincerely yours,

Maxine Rowland

Maxine Rowland
Advertising Manager

Shulton, 630 Fifth Avenue • New York 20 • CIrcle 5-6263

F 51-12/53

COLUMBIA BROADCASTING SYSTEM, INC.

Station KFH

Private Wire

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

Before sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the message is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally reach the addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

Messages for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other stations are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other stations is vital.

DATE March 3, 1953 19

CHARGE TO ACCOUNT NO. 1 (Div.) 43 (Dept.) 7

MR. THOMAS P. BASHAW
STATION KFH
WICHITA, KANSAS

FORGIVE DELAY ANSWEREING YOURS FEBRUARY 17. IN VIEW SCRAMBLED NATURE OF NETWORK OUTSIDE THE EAST HAVE HAD TO ADOPT POLICY OF HOLDING TO STANDARD CUTAWAY CUES. HOPE SEALY WILL UNDERSTAND AND CONTINUE RESTFUL. REGARDS

ED MURROW

RADIO STATIONS KFH & KFH-FM

WICHITA
7TH FLOOR KFH BUILDING

KFH CBS

KANSAS
TELEPHONE 24491

ESTABLISHED 1922 - THE OLDEST STATION IN KANSAS
The Voice of The Wichita Eagle

February 17, 1953

Mr. Edward R. Murrow
CBS Radio Network
485 Madison Avenue
New York, N. Y.

Dear Ed:

As you probably know, the Hamm Brewing Company is no longer sponsoring your 6:45-7:00 p.m. News in this market. We have been fortunate, however, in selling your show on a national spot basis to the Sealy Mattress Company who will begin sponsorship of the show this week.

In our discussions with the agency they were wondering whether it would be possible for you to make a short transscription which we could insert immediately preceding their second commercial and following your line, "I'll be back in a moment with a word for today." Right at this point we would like to insert a disc with your voice saying, "But now to Wichita and a word from Sealy", after which we would have our local announcer do a commercial for Sealy Mattress and return back to the network for your closing words.

If it would be possible for you to do this, we would like to have at least three or four cuts. CBS was kind enough to work out an arrangement similar to this on their morning co-op show, "CBS World News".

Would appreciate a reply from you at the earliest possible moment, as we are setting up the format with the agency this week.

Kindest regards,

Tom

Thomas P. Bashaw
Program Director

TPB/an

Program Operations

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N. Y.
PLAZA 5-2000

Ed
FYI
FS

FRANK STANTON
President

5/16

May 16, 1950

Mr. John Blank, Vice President
Blank Company
999 Blank Avenue
New York 00, New York

Dear John:

Briefly, here are the facts about the CBS-MURROW news program:

1. We expect to receive formal notification that the Campbell Soup Company is releasing the time and program after June 23, 1950.

2. The time period is 7:45-8:00 PM, Monday through Friday.

3. This period is reserved for CBS news and will be offered only for a CBS news program with Ed Murrow as the reporter-analyst.

4. The gross price for this CBS news program is $7,500 per week for the 1950-51 season.

5. Murrow will return to the air August 21, 1950. During his vacation CBS will assign one of its top reporters, Larry Lesueur, to handle the news in the period.

6. Murrow is the top news analyst on the air today.

   The latest NTI report (April 2-8, 1950) gives Monday-Friday rating as 9.0.

   No other newsman on a nationwide network, Monday through Friday, reaches this rating. Here are the top half-dozen for the first four months of 1950:

Ed: I drafted this to send to some top men with whom I have talked about your probable availability
FS

F. 141-3/50

Murrow.....9.9
Thomas.....9.3
News of the World...7.5
Gabriel Heatter.....4.6
Bill Henry.....3.9
Fulton Lewis, Jr....3.4

7. Murrow has occupied this strip since September 29, 1947. During that time his ratings have averaged

8.8.....1947-48
8.5.....1948-49
9.0.....1949-50 (to April)

8. During the 1949-50 season Murrow's weekly NRI rating (an average of five days) has ranged from 6.4 (September 4-10) to 10.8 (February 19-25).

9. During a typical week Murrow reached 24.7 per cent of total U. S. families (NRI data for Feb, 1950) -- in a month almost half of all U. S. radio homes, 47.4.

10. Murrow's biographical sketch from WHO'S WHO, 1950-51, is attached.

11. Since joining CBS in 1935 as Director of Talks and Education, he has held the following posts:

CBS Chief European Representative, London
1937-1945

CBS Vice President in charge of Public Affairs, New York
1946-1947

CBS News Analyst, 7:45-8:00 PM
1947-1950

12. Murrow has probably won more awards for his distinguished reporting than any other news man in the U. S. Here are a few of them:

National Headliners Club Award
in 1938, 1944, 1948

Overseas Press Club Award
in 1940, 1948, 1950

Peabody Award
in 1943, 1949

DuPont Radio Award
in 1948

13. This news strip is not only one of the top circulation-per-dollar buys in all radio, but Murrow is one of the most outstanding personalities on the air today. And news is one type of radio presentation which is least affected by television.

14. Murrow's new radio sponsor would be given a right of refusal on his TV services.

* * * * *

If this program becomes available, it is one of the best buys in network radio. Blank Corporation would be identified with the absolute top news authority on the air -- a man with great prestige, character and following. It is an outstanding opportunity.

If you have any questions about any of these points, or if you want more information, please do not hesitate to call me.

Cordially,

Murrow 17

COLUMBIA PACIFIC NETWORK

SUPPLEMENTARY SALES ORDER

86

ACCOUNT EDISON CHEMICAL COMPANY

DATE SEPTEMBER 8, 1953

PROGRAM "EDWARD R. MURROW"

ORIGINAL ORDER NO. 10

AIR TIME 5:00-5:15PM PDST TUES. & THURS.

SUPPLEMENTARY NO. 3

EFFECTIVE AFTER BROADCAST OF OCTOBER 1, 1953

ADD

CANCEL CONTRACT

RELEASE

SPECIAL INSTRUCTIONS

NEW YORK RADIO SALES

FORM 1052 8-51

CBS RADIO NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Murrow
17

868

Original Order No. 4413 Date MARCH 3, 1952

Supplementary No. 14

Account THEO. HAMM BREWING COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45 - 8:00 PM CNYT

Effective AFTER BROADCAST MARCH 28, 1952

Add

Cancel KFH, WICHITA

Release

Special Instructions

E. SALLINE SALES SERVICE DEPARTMENT

Form No. 186-10-51

EDWARD R. MURROW AND THE NEWS

[redacted]

Sponsor	Station	Location	Day of Week M	T	W	T	F
Butternut Bread	WMBD	Peoria, Illinois	x		x		x
Household Finance	KTTS	Springfield, Missouri	x	x	x	x	x
John Bressmer	WTAX	Springfield, Ill.	x	x	x	x	x
Guaranty Savings	WAPI	Birmingham, Ala.		x		x	
First National Bank	KLOU	Lake Charles, La.	x		x		x
Dolby Insurance Agency	KLOU			x		x	
B. F. Goodrich	WKRG	Mobile, Alabama	x	x	x	x	x
Broday Stevens Company	KSWM	Joplin, Missouri	x				
Joplin National Bank	KSWM				x		
McCool's Drug	KSWM					x	
Mason Motors	WIOU	Kokomo, Indiana	x	x	x	x	x
[redacted] ?	KAVE	Carlsbad, New Mex.	x	x	x	x	x
Glass Pharmacy	KOSA	Odessa, Texas	x		x		x
Bailey Insulation	KOSA			x		x	
Terre Haute First National Bank	WTHI	Terre Haute, Ind.	x	x	x	x	x
National City Bank	WEOA	Evansville, Ind	x	x	x	x	x
Arthurs Furniture	WSOY	Decatur, Ill.	x	x	x	x	x
Nelson Pontiac	WSBT	South Bend, Ind.	x	x	x	x	x
Sherry's Furniture	WANE	Fort Wayne, Ind.		x		x	
Bruce Williams	WANE		x		x		x
Radio Electronics Supply	WJEF	Grand Rapids, Mich.	x	x	x	x	x
Household Finance Corp.	KMOX	St. Louis, Missouri	x		x		x
Proctor and Gamble	KMOX			x		x	
Bekins	KRLD	Dallas, Texas	x		x		x
Vaughns' Clothing	KERN	Bakersfield, Cal.		x		x	
Paul B. Larsen	KIDS	Boise, Idaho		x		x	
Kleenrite	KOPO	Tucson, Arizona		x		x	
American Nat'l Bank & Trust	WDOD	Chattanooga, Tenn.	x	x	x	x	x
Home Federal Loan Association	WREC	Memphis, Tenn		x		x	

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

4694

Original Order No. 4413 Date DECEMBER 4, 1951

Supplementary No. 13

Account THEO. A. HAMM BREWING COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45 - 8:00 PM-CNYT

Effective AFTER BROADCAST DECEMBER 28, 1951

Add

Cancel KGVO, MISSOULA & WBBM, CHICAGO

Release

Special Instructions

FORM 186 3-51

SALES SERVICE DEPARTMENT

E. SALLINE

CBS Program Information
November 16, 1951

EDWARD R. MURROW AND THE NEWS

CO-OP SPONSORS - OCTOBER 1951

Sponsor	Station	Location	Day of Week M	T	W	T	F
The Third National Bank	WHIO	Dayton, Ohio	X		X		X
Butternut Bread	WMBD	Peoria, Ill.	X		X		X
John Bressmer & Co.	WTAX	Springfield, Ill.	X	X	X	X	X
The First National Bank	KLOU	Lake Charles, La.	X			X	
B.F. Goodrich	WKRG	Mobile, Alabama	X	X	X	X	X
Mason Motors	WIOU	Kohomo, Ind.	X	X	X	X	X
Hamm's Beer	KAVE	Carlsbad, N.M.	X	X	X	X	X
Terre Haute First National Bank	WTHI	Terre Haute, Ind.	X	X	X	X	X
Pepsi Cola	WEOA	Evansville, Ind.	X	X	X	X	X
Robert Hall Clothes	WSOY	Decatur, Ill.	X	X	X	X	X
Nelson Pontiac	WSBT	South Bend, Ind.	X	X	X	X	X
Las Vegas Wholesalers	KLAS	Las Vegas, Nevada	X	X	X	X	X
Brinsdons	KGBS	Harlingen, Texas	X	X	X	X	X
Household Finance Corp.	KMOX	St. Louis, Mo.	X		X		X

Co-op Sales Info.
Leonard Case

EDWARD R. MURROW AND THE NEWS

CO-OP SPONSORS - OCTOBER 1951

Sponsor	Station	Location	Day of Week M	T	W	T	F
The Third National Bank	WHIO	Dayton, Ohio	X		X		X
Butternut Bread	WMBD	Peoria, Ill.	X		X		X
John Bressmer & Co.	WTAX	Springfield, Ill.	X	X	X	X	X
The First National Bank	KLOU	Lake Charles, La.	X			X	
B.F. Goodrich	WKRG	Mobile, Alabama	X	X	X	X	X
Mason Motors	WIOU	Kokomo, Ind.	X	X	X	X	X
Hamm's Beer	KAVE	Carlsbad, N.M.	X	X	X	X	X
Terre Haute First National Bank	WTHI	Terre Haute, Ind.	X	X	X	X	X
Pepsi Cola	WEOA	Evansville, Ind.	X	X	X	X	X
Robert Hall Clothes	WSOY	Decatur, Ill.	X	X	X	X	X
Nelson Pontiac	WSBT	South Bend, Ind.	X	X	X	X	X
Las Vegas Wholesalers	KLAS	Las Vegas, Nevada	X	X	X	X	X
Brinsdons	KGBS	Harlingen, Texas	X	X	X	X	X
Household Finance Corp.	KMOX	St. Louis, Mo.	X		X		X

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc. 4311

Original Order No. 4412 Date NOVEMBER 8, 1951

Supplementary No. 14

Account AMERICAN OIL COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45 - 8:00 PM-CNYT

Effective CURRENTLY & UNTIL FURTHER NOTICE

SPECIAL INSTRUCTIONS FOLLOWING IS LIST OF "ANY OR ALL ACCEPTABLE PRODUCTS" FOR THIS PROGRAM

AMOCO-GAS	AMOCO INDUSTRIAL LUBRICANTS
AMERICAN GAS	AMOCO INDUSTRIAL FUELS
PERMALUBE MOTOR OIL	AMOCO DIESEL FUEL
AMOCO PERMALUBE GEAR OIL	AMERICAN KEROSENE
AMOCO PERMAFLUSH	AMOCO OIL BURNER
AMOCO MOTOR LUBRICANTS	AMO-FUEL (HEATING FUEL OILS)
AMOCO HYDRAULIC BRAKE FLUID	AMOCO INSECT SPRAY (FOR HOUSEHOLD USE ONLY)
AMOCO H.D. OIL	AMOCO DISINFECTANT
AMOCO TIRES	AMOCO HOME OIL
AMOCO TUBES	AMOCO FRENCH DRY CLEANER
AMOCO BATTERIES	AMOCO LIGHTER FLUID AND SPOT REMOVER
AMOCO BATTERY CABLES	
AMOCO FAN BELTS	
AMOCO 586 VALVE STEM OIL	
AMO ANTI-FREEZE (PERMANENT TYPE)	
AMOCO SUPER ANTI-FREEZE	

FORM 106 3-51

SALES SERVICE DEPARTMENT

E. SALLINE

COLUMBIA PACIFIC NETWORK
SALES ORDER

Account: GREEN GIANT COMPANY

Product: All products acceptable to Columbia

Agency: Leo Burnett Co., Inc., 360 No. Michigan Ave., Chicago 1, Ill.

Starts: October 30, 1951 (Expires April 24, 1952)

Contract Duration: 26 weeks (Cancellable in 13 week cycles upon 30 days notice)

Air Time 8:00-8:15 PM CNYT Tues., Thurs. (5:00-5:15 PM PST)

Network:

KNX-Los Angeles
KCBS-San Francisco
KFRE-Fresno
KROY-Sacramento
KGDM-Stockton
KOIN-Portland
KIRO-Seattle
KXLY-Spokane
KCMJ-Palm Springs
KCBQ-San Diego

Listing: "Ed Murrow" News
Type: News
Origination: KNX

Account Executive: John Nilson, Chigago
Credit Sale To: Radio Sales, Chicago

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc. 4125

Original Order No. 4413 Date OCTOBER 29, 1951

Supplementary No. 12

Account HAMM BREWING COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45 - 8:00 PM-CNYT

Effective OCTOBER 22, 1951 & THEREAFTER

Add KDSH, BOISE & KVMV, TWIN FALLS ON MONDAYS - WEDNESDAYS - FRIDAYS ONLY.

Cancel

Release

Special Instructions

FORM 186 10-49

SALES SERVICE DEPARTMENT

T. MAGUIRE

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc. 4056

Original Order No. 4413 Date OCTOBER 23, 1951

Supplementary No. 10

Account HAMM BREWING COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45 - 8:00 PM-CNYT

Effective AFTER BROADCAST OF SEPTEMBER 28, 1951

Add

Cancel ALL ROCKY MOUNTAIN NETWORK STATIONS.
(SEE SALES ORDERS NO. 4413 - NO. 2 & NO. 6.)

Release

Special Instructions

FORM 186 3-51

SALES SERVICE DEPARTMENT

T. MAGUIRE

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4423 Date OCTOBER 16, 1951

Supplementary No. 9 3824

Account HAMM BREWING INCORPORATED "EDWARD R. MURROW"

Air Time MONDAY THROUGH FRIDAY 7:45-8:00PM-CNYT

Effective OCTOBER 1, 1951, AND THEREAFTER

Add KVMV, TWIN FALLS

Cancel

Release

Special Instructions

FORM 186 10-49

SALES SERVICE DEPARTMENT

DUDLEY HENRY

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4412 Date SEPTEMBER 7, 1951

Supplementary No. 7 3103

Account AMERICAN OIL CO. "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45-8:00 PM CNYT

Effective SEPTEMBER 3, AND THEREAFTER

Add WKXL, CONCORD

Cancel

Release

Special Instructions

FORM 186 3-51

SALES SERVICE DEPARTMENT

D. HENRY

American Oil Co. **CBS RADIO NETWORK** DATE 2/22/52 F 37-1181 Ballard

CLIENT Hamm Brewing Co. PROGRAM "Edward R. Murrow"

TIME Mon - Fri 7:45 - 8:00 pm (CNYT) REBCST. None (CNYT) STARTS 7/2/51

CITY	STATION	Current New York Time EARLY YES	EARLY NO	REPEAT YES	REPEAT NO	REMARKS
New York City	WCBS	✓				
Akron	WADC	✓				
Baltimore	WCAO	✓				
Boston	WEEI	✓				
Buffalo	WGR	✓				
Cedar Rapids	WMT			✓		
Chicago	WBBM					
Cincinnati	WKRC					
Cleveland	WGAR	✓				
Des Moines	KRNT					
Detroit	WJR					
Hartford	WDRC	✓				
Indianapolis	WFBM					
Kansas City	KMBC					
Omaha-Lincoln	KFAB					
Louisville	WHAS					
Philadelphia	WCAU	✓				
Pittsburgh	WJAS	✓				
Providence	WPRO	✓				
St. Louis	KMOX					
Syracuse	WFBL	✓				
Washington	WTOP	✓				
Worcester	WTAG	✓				
Du Bois (b)	WCED	✓				
Columbus, O.	WBNS					
Dayton	WHIO					
Harrisburg	WHP	✓				
Rochester	WHEC	✓				
Troy	WTRY	✓				
Allentown	WHOL	✓				
Altoona	WVAM	✓				
Anderson, Ind.	WHBU					
Ashland	WCMI	✓				
Atlantic City	WFPG	✓				
Bangor	WGUY	✓				
Beckley	WJLS	✓				
Binghamton	WNBF	✓				
Burlington, Vt.	WCAX	✓				
Champaign	WDWS					
Charleston, W.Va.	WCHS	✓				
Concord (b)	WKXL	✓				
Cumberland	WCUM	✓				
Danville	WDAN					
Decatur	WSOY					
Elmira	WELM	✓				
Evansville	WEOA					
Fairmont	WMMN	✓				
Fort Wayne	WANE					
Frederick	WFMD	✓				
Gloversville	WENT	✓				
Grand Rapids	WJEF					
Hagerstown	WARK	✓				
Hopkinsville	WHOP					
Indiana (b)	WDAD	✓				
Ithaca	WHCU	✓				
Joplin	KSWM					
Johnstown	WARD	✓				
Kalamazoo	WKZO					
Keene	WKNE	✓				
Kokomo	WIOU					
Manchester	WFEA	✓				
Marion	WBAT					
Milwaukee	WISN					
Moline	WQUA					
Muncie	WLBC					
Paducah	WPAD					
Parkersburg	WPAR	✓				
Peoria	WMBD					
Portland, Me.	WGAN	✓				
Portsmouth	WPAY					
Quincy	WTAD					
Reading	WHUM	✓				
Richmond	WRVA	✓				
Scranton	WGBI	✓				
South Bend	WSBT					
Springfield, Ill.	WTAX					
Springfield, Mass.	WMAS	✓				
Springfield, Mo.	KTTS					
Terre Haute	WTHI					
Topeka	WIBW					
Uniontown	WMBS	✓				
Utica	WIBX	✓				
Waterbury	WBRY	✓				
Watertown	WWNY	✓				
Wheeling	WWVA	✓				
Wichita	KFH			✓		M.W.F.
Williamsport	WWPA	✓				
Youngstown	WKBN	✓				
Ft. Myers (b)	WINK	✓				
Jacksonville	WMBR	✓				
Miami	WGBS	✓				
Orlando	WDBO	✓				
St. Augustine (b)	WFOY	✓				
Sarasota (b)	WSPB	✓				
Tallahassee	WTAL	✓				
Tampa	WDAE	✓				
W. Palm Beach (b)	WJNO	✓				

CITY	STATION	Current New York Time EARLY YES	EARLY NO	REPEAT YES	REPEAT NO	REMARKS
Duluth	KDAL			✓		
Grand Forks (b)	KILO			✓		
Green Bay	WBAY			✓		M, W, F.
Jamestown	KSJB			✓		
Madison	WKOW					
Mason City	KGLO			✓		
Minneapolis	WCCO			✓		
Minot	KCJB			✓		
Rapid City	KOTA			✓		
Scottsbluff (b)	KOLT			✓		
Yankton	WNAX			✓		
Anderson	WAIM	✓				
Asheville	WWNC	✓				
Augusta	WRDW	✓				
Charleston, S. C.	WCSC	✓				
Charlotte	WBT	✓				
Columbia, S. C.	WMSC	✓				
Durham	WDNC	✓				
Fayetteville (b)	WFAI	✓				
Greensboro	WBIG	✓				
Greenville, S. C.	WAKE	✓				
Roanoke	WDBJ	✓				
Savannah	WTOC	✓				
Spartanburg	WSPA	✓				
Wilson	WGTM	✓				
Winston-Salem	WTOB	✓				
Albany, Ga. (b)	WGPC	✓				
Athens (b)	WGAU	✓				
Atlanta	WAGA	✓				
Birmingham	WAPI					
Chattanooga	WDOD					
Columbus, Ga.	WRBL	✓				
Cookeville	WHUB					Plus Non-Affiliates
Jackson, Miss.	WJQS					
Knoxville	WNOX					
Little Rock	KLRA					Wilmington, N.C. - WMFD
Macon	WMAZ	✓				
Memphis	WREC					Panama City, Fla - WJCF
Meridian	WCOC					
Mobile	WKRG					
Montgomery	WCOV					
Nashville	WLAC					
New Orleans	WWL					
Pensacola	WBSR	✓				
Selma (b)	WGWC					
Amarillo	KLYN					
Austin	KTBC					
Corpus Christi	KEYS					
Dallas	KRLD					
Fort Smith	KFPW					
Harlingen	KGBS					
Houston	KTRH					
Lake Charles	KLOU					
Oklahoma City	KOMA					
San Antonio	KTSA					
Shreveport	KWKH					
Tulsa	KTUL					
Wichita Falls	KWFT					
Albuquerque	KGGM			✓		
Billings	KOOK			✓		
Boise	KDSH			✓		M, W, F.
Butte	KBOW			✓		
Carlsbad (b)	KAVE					
Cedar City (b)	KSUB					
Colo. Springs (b)	KVOR			✓		
Coolidge (b)	KCKY					
Denver	KLZ			✓		
El Paso	KROD					
Great Falls	KFBB			✓		
Idaho Falls (b)	KID					
Las Vegas (b)	KLAS					
Missoula	KGVO					
Odessa (b)	KOSA					
Phoenix	KOOL					
Pocatello (b)	KEYY					
Salt Lake City	KSL					
Santa Fe (b)	KVSF			✓		
Silver City (b)	KSIL					
Tucson (b)	KOPO					
Twin Falls (b)	KVMV			✓		M, W, F.
Bakersfield	KERN					
Chico	KXOC					
Eugene	KERG					
Fresno	KFRE					
Los Angeles	KNX					
Monterey (b)	KMBY			✓		
Palm Springs (b)	KCMJ					
Portland, Ore.	KOIN					
Reno	KOLO					
Sacramento	KROY					
San Diego	KCBQ					
San Francisco	KCBS					
Seattle	KIRO					
Spokane	KXLY					
Stockton (b)	KGDM					
Yakima	KIMA					

Hilo (b)	KHBC	Anchorage	KFQD	Montreal	CJAD
Honolulu	KGMB	Fairbanks	KFRB	Montreal	CKAC
Manila	DZPI	Juneau	KINY	Toronto	CFRB
Cebu	KZBU	Ketchikan	KTKN	Canada	CBC
San Juan	WKAQ	Seward (b)	KIBH		
(b) Bonus Station		Sitka (b)	KIFW		

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4413 2175 Date JUNE 14, 1951

Supplementary No. 2

Account HAMM BREWING COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45-8:00 PM CNYT

Effective JULY 2, 1951 UNTIL FURTHER NOTICE

Add ROCKY MOUNTAIN NETWORK AS SHOWN BELOW:

Cancel

Release

Special Instructions

STATIONS:	ACCTG. DEPT: BILL AGENCY LINE CHARGES LESS 15%:
KUTA, SALT LAKE CITY	$39.00
KVOG, OGDEN	BONUS
KCSU, PROVO	BONUS
KLIX, TWIN FALLS	$12.00
KEIO, POCATELLO	$16.00
KIFI, IDAHO FALLS	$16.00
KBIO, BURLEY	$ 8.00

FORM 186 3-51

SALES SERVICE DEPARTMENT

Salline

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4412 2165 Date JUNE 13, 1951

Supplementary No. 2

Account AMERICAN OIL COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45-8:00 PM CNYT

Effective JULY 2, 1951 UNTIL FURTHER NOTICE

Add NON-AFFILIATED STATIONS LISTED BELOW VIA SPECIAL FACILITIES:

Cancel

Release

Special Instructions

STATION	TRAFFIC DEPT: BILL AGENCY LESS 15% LINE CHARGE. A1	B	ACCTG. DEPT: BILL AGENCY LESS 15% TIME CHARGE.
WMFD, WILMINGTON, N. C.	$70.00	$26.00	$33.60 (less Freq. Disc.)
WPCF, PANAMA CITY, FLA.	$24.00	$24.00	$18.00

FORM 186 3-51

SALES SERVICE DEPARTMENT

Salline

SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

AM NETWORK
2093

Order No. 4413 (Renewal of #4305) Date June 5, 1951

Account THEO HAMM BREWING COMPANY, 720 Payne Avenue, St. Paul, Minn.
Product Hamm's Beer
Starts July 2, 1951
Contract Duration 52 Weeks (Canc. 13th-26th or 39th week on 30 days notice)
Air Time Monday thru Friday 7:45-8:00 PM CNYT

Traffic Department Information: On Basis Of Rate Card #33
Network:

Cedar Rapids — Missoula
Chicago — Minot
Des Moines — Billings
Omaha — Madison (Mon.-Wed.-Fri. only)
Moline
Wichita
Northwestern Gr. (8) — (27 stas. incl. 4 bonus)
Yankton
Tulsa
Butte
Boise
Denver
Colorado Spgs.
Albuquerque
Santa Fe
Great Falls

Program will originate New York
Tie-In Announcements Not Without Agency's Approval

Program Department Information:
Type of Program News
Program to be supplied by System
C. B. S. Announcer required? Yes Continuity required in advance? Yes
Program listing "Edward R. Murrow"

Press Department Information:
Publicity to be released Immediately
Contact for publicity

Auditing Department Information:
Advertising agency Campbell-Mithun, Inc.
1370 Northwestern Bank Building
Minneapolis 2, Minn.

Special Information:
Agency contact Arthur H. Lund
Client contact Clyde E. Rapp
Account Executive Roger K. Huston
Audience mail to be sent to Arthur Lund - Agency

Remarks:

SALES SERVICE DEPARTMENT
B. Burke

Form 187-A 1-49 72020 © Ditto'orms

SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc. AM NETWORK 2067

Order No. 4412 (Renewal of #4292) Date: June 5, 1951

Account: THE AMERICAN OIL COMPANY, American Building, Baltimore 2, Maryland
Product: Amoco Gas and any or all acceptable products
Starts: July 2, 1951
Contract Duration: 52 Weeks (Canc. 13th-26th or 39th week on 30 days notice)
Air Time: Monday thru Friday 7:45-8:00 PM CNYT

Traffic Department Information: On Basis Of Rate Card #33

Network:

New York	Allentown	Keene	Winston-Salem
Akron	Altoona	Manchester	Greenville
Baltimore	Ashland	Parkersburg	Florida Gr. (9)
Boston	Atlantic City	Portland, Me.	Athens
Buffalo	Bangor	Richmond	Atlanta
Cleveland	Beckley	Reading	Albany, Ga.
Hartford	Binghamton	Scranton	Columbus, Ga.
Philadelphia	Burlington	Springfield, Mass.	Macon
Pittsburgh	Charleston, W.Va.	Uniontown	Pensacola
Providence	Cumberland	Utica	
Syracuse	Fairmont	Waterbury	(78 stas. incl. 8 bonus)
Washington	Elmira	Watertown	
Worcester	Frederick	Wheeling	
Du Bois	Gloversville	Williamsport	
Troy	Ithaca	Youngstown	
Harrisburg	Johnstown	Southeastern Gr. (11)	
Rochester	Indiana	Wilson	

Program will originate: New York
Tie-In Announcements: None

Program Department Information:
Type of Program: News
Program to be supplied by: CBS
C. B. S. Announcer required? Yes Continuity required in advance? Yes
Program listing: "Edward R. Murrow"

Press Department Information:
Publicity to be released: Immediately
Contact for publicity: Robert Swan

Auditing Department Information:
Advertising agency: The Joseph Katz Company
10 W. Chase Street
Zone 1, Baltimore, Maryland

Special Information:
Agency contact: John T. McHugh
Client contact: E. F. Kalkhof
Account Executive: Thomas Hamilton
Audience mail to be sent to: The Joseph Katz Company
10 W. Chase Street
Zone 1, Baltimore, Maryland

Remarks:

SALES SERVICE DEPARTMENT

B. Burke

Form 187-A 1-48 72020 © Ditto Forms

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4305 2038 Date MAY 31, 1951

Supplementary No. 17

Account THEO. HAMM BREWING COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45-8:00 PM CNYT

Effective IMMEDIATELY AND UNTIL FURTHER NOTICE

Add

Cancel

Release

Special Instructions AUDIENCE MAIL SHOULD NOW BE SENT TO:

MR. ARTHUR H. LUND

CAMPBELL-MITHUM, INC.

MINNEAPOLIS, MINN.

FORM 186 3-51

SALES SERVICE DEPARTMENT

Poole

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4292 1869 Date MAY 18, 1951

Supplementary No. 24

Account AMERICAN OIL COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45-8:00 PM CNYT

Effective SEE BELOW

Add WFPG, ATLANTIC CITY, MAY 28, 1951 & THEREAFTER

Cancel WBAB, ATLANTIC CITY, MARCH 29, 1951 & THEREAFTER

Release

Special Instructions

FORM 186 9-50

SALES SERVICE DEPARTMENT

Maguire

AM NETWORK

SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 4292 1416 Date APRIL 10, 1951

Supplementary No. 21

Account AMERICAN OIL COMPANY "EDWARD R. MURROW"

Air Time MONDAY THRU FRIDAY 7:45-8:00 PM CNYT

Effective APRIL 2, 1951 & THEREAFTER

Add WBSR, PENSACOLA

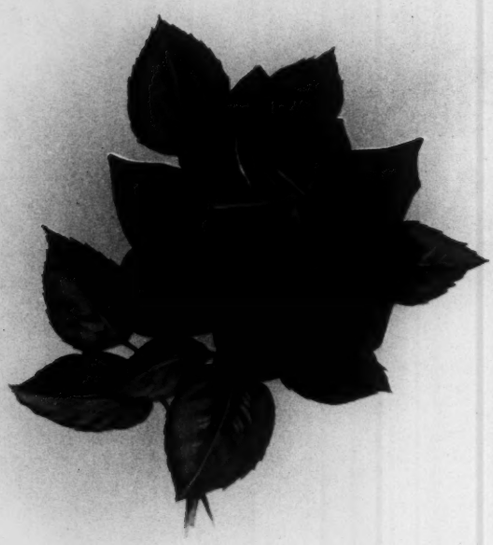
Cancel

Release

Special Instructions

FORM 166 10-49

SALES SERVICE DEPARTMENT
Salline



1715 - Sunset Ave. Seattle 16
January 23

My dear Mr Morrow:

Thank you for broadcasting that article from the "Atlantic" a week ago Sunday during your "Background". It expresses my sentiments exactly and, I'm sure, of millions of other Americans. Mr Kennedy seems more open to new approaches, diplomatically so perhaps we may get somewhere.

Gratefully yours
(Mrs) Winifred Lovejoy

P.S. May we have more of the same!

Charlotte Lipson
119 West 106th Street
New York 25, New York

Del 1/18

Jan. 15, 1961

Mr. Edward R. Murrow
c/o "Background"
WCBS Radio
New York, N.Y.

Dear Mr. Murrow

In this day of biased and slanted reporting it was a real thrill to listen to your "Background" program today and to learn that there are at least a few reporters who understand and present our problems of foreign policy in a truthful and realistic manner.

After having heard so many rationalizations of the Franco dictatorship and our alliance with it, it was a relief to hear an honest appraisal of the Spanish government. Furthermore I was most gratified to discover

Charlotte Lipson
119 West 106th Street
New York 25, New York

that there is some hope for change in Spain.

The open letter of William R. Matthews, ~~the~~ your appraisal of the French-Algerian situation and of Khruschev's current goals exhibited the highest kind of news coverage I have ever been privileged to hear.

Keep up your excellent work and perhaps America will awaken to her duties.

Very sincerely yours,
Charlotte Lipson

and 1/18/62.

January 17, 1961.

Mr. Edward R. Murrow
CBS Radio
485 Madison ave
New York 22, N.Y.

Dear Mr. Murrow,

Would it be possible for your office to send me the typescript of your Sunday, Jan 15, 1961 "Background"?

It was a very interesting exposé of our national aspirations & wishes for a more decisive step to settle national as well as international problems confronting us.

Thanking you in advance for your courtesy in this matter,

Sincerely,

Catherine F. White

Mrs. Catherine F. White
29 E. Penn st.
Philadelphia 44, Pa

ad 1/18/60

DOROTHY H. PORTER
610 SOMERSET ROAD
APARTMENT TWO
BALTIMORE 10, MD.

Sunday -
Jan 15/1961

C.B.S. Radio
485 - Madison Ave
New York

Gentlemen:

Have just enjoyed the Edw. R Murrow News program. He is always tops!

Could I obtain about 3 copies of the "Open letter to Kennedy" read on this program? Wish it could be published - Many of us would find great interest in its suggestions.

If there is a charge - please advise and I shall remit promptly.

Respectfully

D. H. Porter
610 Somerset Rd
Baltimore 10. Md

and 1/18

Mr Shagell

Los Angeles 5, California,
687 Shatto Place, Apt. 411, Jan. 15, 1961.

~~Mr. John F. Day, Vice President-News,~~
C B S News, 485 Madison Ave., New York 22

Dear Mr. Day: Will you please send Mr. Murrow's "Background" (Jan. 15th) to me? I missed hearing him because it is impossible to get home in time to hear the program when I attend church services. Thanking you. Sincerely,

(Mrs.) Edith R. Zilske.

out 1/24/60

56-69 E. Hampton Blvd.
Bayside 64, N.Y.
JAN. 15, 1961

WCBS Radio

Gentlemen:

On Sunday, January 15, 1961 you broadcasted a show (12:35-1) called Background, with Edward R. Murrow. In it there was quite a bit on Russia.

I am preparing a term report on Russia, its problems etc. I would appreciate it very much if you would send me a copy of the program.

Thank you

Neil Cornwick.

ack 1/18

Geri CANARICK
56-69 E. Hamilton Blvd.
BAYSIDE 64, N.Y.

BROOKLYN, N.Y. JAN 16 1961

U.S. POSTAGE 4¢ LIBERTY

THIS SIDE OF CARD IS FOR ADDRESS

Background - Edward R. Murrow
c/o WCBS - RADIO
New York, N.Y.

59 Middagh St - Brooklyn Heights - New York City

Jan. 15 - 61

Dear Edward Murrow,

your quotation on the radio, this morning, of the "Atlantic's" letter to the President", confirms the impression I had, some weeks ago, listening to the last word of your concluding remark, at the end of your moving film "Migratory Workers."

It makes me yield to the desire of sending you a short paper written only for my friends, a few days ago. The reason for it is aptly formulated in a passage of P. Theilhard de Chardin, read yesterday, in his book "L'avenir de l'Homme." (p. 173)

"Prenez deux hommes doués du mystérieux sens de l'avenir --- Dans la foule, ils iront droit l'un à l'autre, et se reconnaîtront ---"

I could add to this: "Dans l'avenir c'est eux qui deviendront la foule."

yours cordially

Sarah Richards

and - 1/18/60

The "Second Coming" 1)

-

a New year, New Era, message.

Dec. 20 1960

---

1) NOTE
The World is made through alternance of complementary opposites balancing each other -
action and reaction, process and counterprocess follow one another in nature -
a "second coming" - but a return of the pendulum in human affairs. -

The "Second Coming"

The Second Coming is that of the long-suffering things appearing again invincible - omnipotent.
The defeated spirit of saints and seers, the poets and the prophets,
The meek, the humble, the scorned ones, the crushed the crucified ones...

x x x

appearing again after the centuries of denial and pain and patient labor -
but of enduring and undying hope, silently waiting - waiting for this hour.
and now standing before the whole world, unconquerable and all conquering - triumphant!

x x x

- The Love Spirit: "The Lamb slain from the foundation of the World" (Revelation XIII. 8)
The soul of the all-embracing Oneness crucified in worlds of all-scattering division,
But now rising again as a new sun on a new World...

x x x

The Spirit of the old biblical prophets, proclaiming the Gospel of Social Justice!..
In the name of a God of Mercy, shunning temples and ceremonies,
and saying "no pleasure in offerings and sacrifices - but only in mercy"... (Isaiah I, 11-17)

x x x

II

The Spirit of Mary in her Magnificat: "My Soul magnifies the Lord
"For he has scattered the proud in the imaginations of their heart –
"overthrown the mighty from their thrones, and exalted them of low degree"...

x x x

... filled with goods the famished ones and sent the rich empty away... (Luke 1.46.52.53)
– and Jesus was crucified, for echoing his Mother: "Woe to the rich"!...
and thundering: "What is exalted before men is in abomination before God!" (Luke XVI.15)

x x x

The Spirit of the first disciples – the holy Communism of the Catacombs –
– a "criminal" spirit thrown to the beasts in the arenas of Rome...
– men hung as living torches to light the festive gardens of Caesar...

x x x

. . . . . .

This spirit does not die. It is that of Rebirth and Resurrection.
But its form changes. When it returns, its future reverses the past.
– This future is now that of a mighty warrior conquering the world...

x x x

III

An iron mask hides his face. So that no one recognizes him.
His shadow covers the whole world with menace and terror and hatred...
But his heart is pure, bringing hopes and promises of magnificent renewals...

x x x

As a warrior he roves the world — to liberate men and nations —
Dark nations from the white, outside. And white men from darkness, within.
He comes — and a whole continent of new peoples arises in freedom.

x x x

He comes wearing the armor of those who tried to destroy him —
But also bringing a new mastery of mind and might over matter.
And his conquest, reaching the stars beyond the earth, becomes the "conquest of Space"!

x x x

As he approaches, the whole world trembles with hope and with fear —
— hope of rebirth and fear of change. For this is the "Second Coming"!...
And it is his sovereign step, drawing near which shakes the Earth....

P. R.

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near,
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Mr Murrow:

I listened to your broadcast over the C.B.S network Sunday Dec. 25TH. about the power of a president. I have had some serious arguments with my freinds about the power of a president and you varified my argument you said the president could send troops to Lebonan and Little Rock that is the exact argument that I favor and I added two more jobs such as signing and veto-ing bills. Mr. Murrow I would like to have a copy of that broadcast and would sincerely appreciate it very much.

Gottfried Feil
2175 60TH ave.
Sacto. 22. Calif.

Forwarded 13/84/68

52 Redwood Court
Vermillion, South Dakota
27 December 1960

Mr. Edward R. Murrow
CBS Radio
485 Madison Avenue
New York 22, New York

Sir:

Thank you very much for the copy of your "Background" broadcast of 18 December.

Thanks, too, for last night's CBS REPORTS "The Great Holiday Massacre"and especially for the promise of two broadcasts every month next year. We shall not miss one of them.

Please send me a copy of your "Background" broadcast on Christmas Day, 25 December 1960.

Sincerely,

James C. Randall

James C. Randall

Fromber Dec 29

Pepin Wis, Dec 27 '60

WCCO Radio Sta
St Paul Minn

Dear Sir

Edward R Morrow's program "Background" Sunday evening Dec 25 was so great and impressive that I would very much like to get a copy of his comment, if such is obtainable. If it is would you please inform me how to go about getting it? The program did not contain any such information and there may not be any service of copy in which case I'll be a dissapointed old man

Sincerely yours
Herman Helm
Pepin Wis
c/o Victor Stein

Herman Helm
Pepin, Wisconsin
c/o V. Stein

Founded Ga. Co. Wn.

2164 N.W. Lovejoy St.,
Portland 10, Ore.
Dec., 25, 1960
Xmas Day

My dear Mr. Murrow:—

Season's Greetings from an old timer.

I have just listened to your Background remarks and splendid comments on Xmas— particularly noting your belief in the Scriptural Passages which you read.

I try to listen to all your broadcasts, as well as your callaries, which certainly give the Nation the enlightenment on World affairs, and Domestic Matters to be resolved much needed without press propaganda and political bias.

All the howling from fanatic throats about separation of Church and State is hypocrisy of the worst sort, as any man, if he has a religion, is motivated by it, guided by it and no other mind, except another of like mind, shall alter him. The astonishing fact is that men of various creeds and concepts (or lack of them largely— racked by doubt) contend all of them worship the same God. They are like a Democrat who votes Republican. The same God cannot very well accept the divisions. Organic Unity now being advocated will change none of them— for all will continue to violate The 4th Commandment; Catholic, Protestant and Jew alike. The God who ordered them all to observe that Commandment as well as the other nine cannot be their God.

This gross hypocrisy and heresy, even blasphemy, making themselves liars as Christ pointed out clearly, follows through with them in politics, so that every Platform they concoct before elections is also violated, as they are casehardened by their own delusions. Their prayers doubtless never ascend higher than the ceiling where uttered.

They climax the hoax by inscribing on money, "In God We Trust". They do not trust thus, and succeeding events show, if they had the perception to see, that God cannot trust them, and consequently God sets an opposition against them trying to force them to get right with Him — and really trust Him.

Centuries ago Jeremiah the Prophet stated how futile their ravings, for peace would be today, and why. They don't fear or believe any of it. It would be as easy to make Krushchev a Christian as they.

If anything is true in all Scripture it is this conclusion, that God and Christ have no time for the part time Christian.

Finally, the 10 commandments and dietary and social laws given Old Israel were not nailed to the Cross with Christ. Men have nailed them there to their peril. I warm no pew with them.

Excuse an old man who regrets the trend today, but this is the Xmas message I felt disposed to give you.

Sincerely —
E O Bond

God bless you for your work.

Forwarded 12/24

Founded 12/28 -

Mrs. Aaron H. Rose
131-07 228th Street
Laurelton 13, New York

Sunday Dec 25, 1960

C. B. S.
Radio News Dep't
485 Madison Ave
New York 22, NY

Gentlemen:

I should appreciate it very much if you could send me a copy or transcript of the talk given by Edward R. Murrow on his program "Background" this morning. (December 25th). The program

to which I refer is the one in which he analyzes Mr. Kennedy's Cabinet and in which he makes reference to Prof. Neustadt's book, "Presidential Power."

Your cooperation will be very much appreciated.

Frances K Rose
(Mrs. Aaron H Rose)

dwt

Forwarded
Dec. 28

December 25, 1960

Mr. Edward R. Murrow
CBS Radio
485 Madison Ave
New York 22, N.Y.

Dear Mr. Murrow,

Your December 25, 1960 Radio Talk was very informative, revealing, inspiring...

Would it be possible for your office to send me the transcript of that broadcast?

I would greatly appreciate your mailing me another of your recent Radio Talks, that of December 4, 1960.

It was good to learn from your today's broadcast of your estimate of the members of the incoming Cabinet, of the practised, at times, limitations imposed on the presidential power by the Cabinet. Your word to the wise, "Do not fear!", is timely, indeed.

Thank you

Sincerely,

Catherine F. White

Mrs. Catherine F. White
29 E. Penn St
Philadelphia 44, Pa

forwarded
12/28/60

P.O. Box 125
So. Norwalk, Conn.
Dec. 25, 1960

WCBS--CGS News
New York, NY

Ed. Morrow

Dear Ed. Morrow:

Over so long a time you have been our guide and information provider on the air..So many of your views are verified by time...We particularly liked your talk to-day evaluating Mt. Kennedy's Cabinet and the difficuties the President faces..By chance have you 3 copies of to-day's talk that you can send me..Several friends missed the talk and have asked me to see if I could get copies. Thanks and every good wish to you and yours for 1961 and the years tocome.

Sincerely,

Harold C. Cutbill

Harold C Cutbill *

* M 2: 12 - how good are you on code & memory? H

52 Redwood Court
Vermillion, South Dakota
18 December 1960

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

For the past several months I have been badgering the CBS affiliates (WNAX, Yankton, S. Dak. & WOW, Omaha) in this area to carry your "Background" broadcast. Thus far, this college senior has had little effect on either of their program logs.

If transcripts of "Background" are available, I would appreciate very much a copy of your broadcast today (12-18-60).

Sincerely,

James C. Randall
James C. Randall

forwarded 12/23/60

85-52 Somerset Street
Jamaica 32, New York
December 15, 1960

Miss Rosemary Mullen
CBS News
485 Madison Avenue
New York 22, New York

Dear Miss Mullen:

Thank you very much for your helping me to obtain the script of Ed Murrow's "Background" program. I am sorry to have caused you so much trouble in locating the program I was referring to and I do hope you will extend my thanks to your colleague who was also very kind and helpful.

I did get the correct transcript last Saturday and the research paper is nearly finished now. Again, many thanks.

Sincerely yours,
Alan R. Wolfson

November 30, 1960

Mr. Edward R. Murrow
CBS RADIO
485 Madison Avenue
New York22, N.Y.

Dear Mr. Murrow,

Is it possible for your office to send me the script of your Sunday, November 27, Radio Talk?

Your exposé of our national and international standing and your appeal to dedicate our efforts to work out new relationship here and abroad was very revealing.

Thank you

Sincerely,

Catherine F. White

(Catherine F. White)

Mrs. Catherine F. White
29 East Penn sr.,
Philadelphia 44, Pa.

Answered 12/2/60

85-52 Somerset Street
Jamaica 32, New York
November 20, 1960

Mr. Edward R. Murrow
CBS News
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

On Sunday, October 9 of this year, you commenced your "Background" program with an editorial against government interference with freedom of the press. In this case, you were referring to the State Department's "suggestions" to the electronic news media that they should not give complete coverage to Soviet Premier Khrushchev. At the time, I admired your editorial. I would now like to make reference to it.

I am a student of social science at Columbia College, New York. I am writing a paper on government interference with freedom of the press in America, and would like to make reference to your statements. Would it be possible for you to send me a copy of the text of this program, or to tell me where I could find it? I would be very grateful for any help that you could give me.

Very truly yours,

Alan R. Wolfson

Ret 11/23/60

Nov. 19, 1960

Back Ground.
C.B.S. Radio Network
N.Y. 22. N.Y.

Dear Sirs,

As I find this program particularly informative, and am much taken with and infact involved with a project with which this program repeatedly helps, may I ask for a copy of your program of Sunday, Nov. 6, 1960 –

Thanking you
Mrs. L. D Day
2449 Wilson Ave
Salt Lake City 8 Utah

Recorder Nov. 27 –

November 14, 1960

Mr. Edward R. Murrow
c/o C.B.S.
New York, N.Y.

Dear Mr. Murrow:

Here's just a word of appreciation to register a 'me too' opinion about one of your broadcasts of perhaps a month ago. In it you said that you feared both the Democrats and Republicans were about to perpetrate a fraud upon the American people.

If only there were more forthright and uncommitted news analysts perhaps our people would awaken to their moral andpolitical obligation. It is the most aggravating sense of frustration to recognize our need for solidarity behind a unified purpose and not find any unified action to support!

One ray of hope is that there are others who feel the same apparently because I did not hear this broadcast but read its text in THE OREGONIAN'S Sunday edition of the T.V. and radio news section. I wish there were copies of this to circulate among others.

May you continue to encourage greater thinking on the part of our people!

Sincerely,

Geraldine H. Peterson

Mrs. W.H. Peterson
Rout e 2, Box 328
Canby, Oregon

EUGENE UNDERWOOD, JR.
713 EAST 5TH STREET
NEW YORK 9, NEW YORK

CANAL 8-5461

November 13, 1960

Mr. Blair Clarke
"Background"
C. B. S. Radio
485 Madison Avenue
New York, New York

Dear Sir:

Today's "Background", on the effects of the election, was excellent! I would very much appreciate your sending me a copy of today's script. I am particularly interested in the discussion of the composition of the next Congress.

Please be assured that I want this for my own use, just as one might clip and save a particularly interesting newspaper article. I plan no commercial use whatsoever.

I trust Mr. Murrow's recovery will be a speedy one. Radio news is never the same without him.

Sincerely,

Eugene Underwood, Jr.

Founder 11/16/60

November 9, 1960

Dear Mr. Pinsky:

Thank you for your recent letter.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis".

However, we do have on hand copies of all of the other presentations, and if at any time you determine the subject of a program to be useful to you, do not hestitate to write and request a copy of the script.

Mr. Murrow has asked me to express his appreciation to you for your interest, and for taking the time to write.

Very truly yours,

Rosemary Mullen
Secretary to Mr. Murrow

Mr. Ronald Pinsky,
University of Pennsylvania
Law Review
34th and Chestnut Streets
Philadelphia 4, Pennsylvania

UNIVERSITY OF PENNSYLVANIA LAW REVIEW
THIRTY-FOURTH AND CHESTNUT STREETS
PHILADELPHIA 4, PA.

October 24, 1960

Public Relations Dept.
CBS Radio News
485 Madison Ave.
New York
New York

Gentlemen:

In conection with an article I am researching on the office of the Secretary-General, I would appreciate receiving a copy of the script of the special fifteenth anniversary broadcast on the United Nations. Edward R. Murrow was the commentator and it was broadcast over WCAU at 12 noon, Oct. 23.

Thank you for your cooperation.

Sincerely,

Ronald Pinsky

Ronald Pinsky

November 9, 1960

Dear Miss Dietz:

Thank you for your letter of October 31st.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis".

However, we do have on hand copies of all of the other scripts presented by BACKGROUND, and it would be a pleasure to supply your Social Studies class at any time with whatever information you determine useful in the discharge of your duties.

Mr. Murrow has asked me to express his appreciation to you for taking the time to write and let us have your comments.

Very truly yours,

Rosemary Mullen,
Secretary to Mr. Murrow

Miss Alice S. Dietz
Librarian
Roosevelt Junior High School
Westfield, New Jersey

ROOSEVELT JUNIOR HIGH SCHOOL
WESTFIELD, NEW JERSEY

ALBERT R. BOBAL
PRINCIPAL

CHESTER H. BRIGHT
ASSISTANT PRINCIPAL

DR. JOSEPH A. LEIB
ASSISTANT PRINCIPAL

October 31, 1960

Station WCBS
CBS Broadcasting System
New York, N. Y.

Dear Sirs:

Is it possible to obtain reprints of the broadcast of about a week ago entitled "Trial by Crisis"? I believe it was the Edward R. Murrow program, and dealt with the League or Nations. I would like to have a few copies to put on file for the use of our Social Studies classes.

Sincerely yours,

Alice S. Dietz

Alice S. Dietz
Librarian

CURRENT

177 East 71 Street New York 21

YUkon 8-7900

November 7, 1960

Mr. Edward R. Murrow
Columbia Broadcasting System
Rockefeller Center
New York 20, N.Y.

Dear Mr. Murrow:

Current is a service magazine for the concerned citizen which reports on significant new material dealing with the frontier social problems of the day.

Our editors are anxious to receive a transcript of the broadcast with David Schonbrun given on November 6th at 12 noon.

This courtesy will be greatly appreciated.

Sincerely,

Joan N. Bird

Joan N. Bird(Mrs.)
Editorial Department

Forwarded 11/8/60

MRS. RUBY SANDERS AUBURN

170 South Marengo Avenue, Pasadena, California

November 7, 1960

Mr. David Schoenbrun
Columbia Broadcasting Station
485 Madison Avenue
New York 22, N. Y.

My dear Mr. Schoenbrun:

I am writing to inquire whether it would be possible to receive a copy of your comprehensive report on France and Tunisia which you made on Sunday, Nov. 6 over CBS. We have long looked to your reports as providing the most balanced and authorative information available on this troubled area and would like to have a printed copy for our files.

So impressed were we that we endeavored to obtain a tape recording when the material was repeated on Sunday Desk later in the afternoon. But would'nt you know, the news editor was more concerned with the latest reports out of Hollywood and devoted exceptional time to the subject of Clark Gable. Your material was reduced to a mere 3 minutes!!!

I am enclosing a small coin to cover cost of printing and mailing.

Sincerely yours,

Ruby Auburn

Mrs. Ruby Auburn

forwarded 11/16/60

P.O.Box 66,S.S.Sta;
Elmira, N.Y.
Oct.31st,1960.

Mr. Edward R.Murrow,News Commentator,
C.B.S.Radio;
New York City.

Dear Sir,

It is difficult to believe that the Edward R. Murrow,to whom Americans all listened with such great interest during the war years,when he was speaking from England,is the same man,the same pro-Kennedy man,who spoke with such bias yesterday via C.B.S. Both C.B.S. and N.B.C. have been so pro-Kennedy that I have not listened for the past two weeks,to the regular newscasts. It is impossible for listeners to talk back,so I am writing this letter.

Your topic was,as usual,the so called "religious issue" so I shall deal with that and I trust that you will personally read what I have to say.

It seems odd,that not a single news man seemed to read the April 22nd issue of the New York Times,a Democrat paper.Had you,for instance done so,you would have read that Kennedy's staff were preparing to build up the religious issue,providing four years ago, Kennedy won the Vice Presidential nomination,for,they said,Roman Catholics voting as a bloc,could swing the election to the Democrats and "Ike" would be defeated. The same tactics are now employed. The Roman Catholics are voting as a bloc and how the Romanists are laughing behind their smoke screen,as Protestants hash over the "religious issue",while the news men call us bigots and the papers join them. I fail to understand how any one can be"taken in"by Kennedy's methods,but people living in Protestant areas do not know the slippery customers they are dealing with. How,Mr. Murrow can you possibly believe the Roman hierarchy who state they

firmly believe in the separation of church and state, while at the same time these people have their hands in the public till grabbing money for the transportation of their Roman Catholic children to their religious schools? Just this year there was a law enacted which extends the mileage for their bus transportation. After all, I judge people by what they do, not by what they say. The Roman Catholics talk one way and act another. Roman Catholicism cannot support either our Constitution or the Bill of Rights, simply because it does not believe in religious liberty, not even for its own people. The adult Roman Catholic has a closed mind to every thing except what he has been taught in his religious school. The late pope Pius once said that he would make a pact with the devil, if it would further the interests of his church. It is little wonder that Kennedy is promising to be all things to all people. He means to have a pot of gold-not Kennedy gold-for every one; I suppose by robbing Peter to pay Paul. There is a lot of territory to be carved and given away, also, and Kennedy has the off-shore islands as a starter. People never learn. Roosevelt gave eastern Germany to Red Russia, Truman gave north Korea to Red China. The Republicans haven't given any thing to the Reds, so Khruschchev demands another Democrat in the White House for further give-aways. Roman Catholicism and Communism are living together quite peacefully in Italy, and the Red leader knows it. How about that?

The party of Jefferson, Mr. Murrow, no longer exists. It has been taken over by the big labor ~~unions~~ bosses and the Roman Catholic church. The Kennedy family has spent a small fortune projecting the Roosevelt-Kennedy image to the people of this country, these past four years and I predict, if he is elected, it will be a hollow victory. The country will be divided, permanently, never to be united again, for our nation will begin it's gradual decline. If you want to see and hear, how the Roman Catholics persecute those who disagree with them, go to the American Protestant Defense League headquarters at 350 West 26th Street, in New York City. See what Roman hatred can do, when it so desires.

I thank you, Mr. Murrow, for reading this letter and I certainly hope there will be no reprisals for my having written it.

Very truly yours,
(Mrs.) Frances Miller
Mrs. Frances Miller.

No reply.

ZION LUTHERAN CHURCH
2031 EAST SIXTH STREET
SUPERIOR, WISCONSIN

CARL K. TOWLEY
PASTOR
1208 E. 5TH ST.

31 October 60

Mr. Edward R. Morrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Morrow:

I had occasion to hear both you and Senator Kennedy last evening over the local CBS station, KDAL, Duluth, Minnesota. Both of you raised the question: in light of his (Senator Kennedy's) candor concerning the religious issue; how could there be any doubt that it had been laid aside, never again to influence the action of the voters?

In his famous "Baltimore Sermon," William Ellery Channing says: "God deliver us from prejudice and unkindness, and fill us with the love of truth and virtue." I do not feel that I am quilty of prejudice when I oppose the election of Senator Kennedy on purely religious grounds. I speak for no one other than myself, but permit me to express the reason for my concern and opposition.

Senator Kennedy has spoken with sincere conviction in supporting the separation of Church and State. His position is uncontrovertible. Why, then, should there be any opposition to his election on religious grounds? The answer is that it is not Mr. Kennedy's stand which is questionable, but the stand of his Church.

Only the Roman Church, of all Christian churches, claims the right of a political as well as a religious basis. The official Roman view, contained in Unam Sanctum, states: "There are two swords, the spiritual and the temporal. Both are in the power of the church. One sword must be under the other - the temporal under the spiritual. We therefore assert that it is necessary to salvation to believe that every human being is subject to the Pontiff of Rome." Francis J. Connell, under the Imprimatur of Cardinal Spellman, writes: "It must ever be remembered that a Catholic cannot advocate a plan of complete religious toleration on the basis that all religions have a genuine, God-given right to exist. If a country is distinctively Catholic, the civil rulers can consider themselves justified in restricting or preventing denominational activities hostile to the Catholic religion."

The Church of Rome is dedicated to the task of eliminating heretics - those who are not her own members. Mr. Kennedy is a member of the Roman Church. He speaks for himself, not for his Church. Doctrinally, the Roman Church does not support Mr. Kennedy's stand; and the action of the Puerto Rican bishops, while lamented by Mr. Kennedy and the American hierarchy, does not diminish the stand of the Roman Church in eliminating its opposition.

Mr. Kennedy's first allegiance is to the Roman Pontiff. Under threat of excommunication he must concur with the edicts of his church. To legally advance the opportunity of Rome to crush her opponents is grossest folly.

I disagree with Rome, but grant her the right to exist. Rome does not grant me this right. No one speaks for the Roman Church but the Pontiff of Rome. If he would officially repudiate Rome's historic position, my fears would indeed be foolish. But he has not. And all the statements by American bishops and archbishops do not change Roman doctrine.

I am not at all concerned about federal aid to parochial schools, nor an ambassador to the Vatican. These concerns are immaterial. I am concerned that Rome is dedicated to eradicating those who do not render allegiance to her.

I have pointed out to the people of this parish the stand of Rome. I have not instructed my people how to vote; but I have felt it necessary that they understand the ramifications of electing a Roman to the highest office in the land. On the basis of Rome's official position I oppose the candidacy of Senator Kennedy.

I resent strongly the implication that any one who opposes Senator Kennedy is an "anti-Catholic." I repudiate the activities of many church groups which are engaged in bigotted opposition. I hold no brief for the massive mailings of "hate" literature. But I believe that there is a valid reason for religious opposition to Mr. Kennedy. All of non-Roman persuasion must be concerned about Rome's claims of exclusiveness.

If you have opportunity to explore in depth the religious issue of the election, perhaps you will endeavor to clarify the situation by examining the position of the Roman Church, rather than the statements of Senator Kennedy.

Sincerely yours,

Carl K. Towley

(The Rev.) Carl K. Towley

no reply.

3155 Bell Avenue
Eugene, Oregon
October 30,1960

Mr. Edw. R. Murrow
% Radio Station KERG
Eugene, Oregon

Dear Mr. Murrow:

I have finished listening to your commentary today, in regard to Reformation Sunday and the so-called religious issue of this campaign. Just before this I had been studying the graphs in today's Oregonian, page 3, which show the results of a recent Gallup poll in regard to this same topic.

Because the news of press, radio and television have made so much of the "bigoted protestant" side of this issue, I was more than interested in Mr. Gallup's findings. As I read these graphs, it seems to me that the wrong people are being accused of bigotry. How does this seem to you?

I felt that your comments were about as fair and impartial as I've heard. I might make one comment in regard to the Peale incident. Dr. Peale (who, incidentally, is not one of my heroes) is accused of mixing politics and religion because he is known to be a Republican. No one mentions that Dr. Neihbur is a Democratic Liberal, or a Liberal Democrat (active) and so his remarks must be construed as political, also.

I am writing to you primarily because I believe that you are in a position with your past reputation of being able and willing to present both sides of an issue to help keep the "record" straight in regard to the present situation in which we voters find ourselves.

As a long time admirer of Nixon, I strongly resent the many times that we protestants are referred to as bigots who are voting against Mr. Kennedy. This Gallup poll would support my thinking that my Catholic friends are more likely to let the religious angle affect their voting than are my Protestant friends.

From far away India, I receive letters from two young Indian men.(Cath) I have sent them literature, books and magazines. In August one of them wrote to this effect, "Of course, we hope that Mr. Kennedy is elected as your president, because he is a Catholic."

My fear is that this intimidation of protestants will have some ugly lasting results. It has already brought out unwise remarks by many emotional protestants, remarks that news men are using as representtive opinions of all protestants. I hope that you will do what you can to stop ugly gossip, and to state that we who support Mr. Nixon do so because we believe that he is the man who can best keep the peaceof this shaky old world. We think that he is a leader who can meet with all people of all countries, regardless of their faith, their color or their nationality. We think that we can sleep more soundly in the years ahead beause of his great ability. And I resent hearing over and over and over that because I believe this, that I am a simple-minded bigot.

Thank you for permitting me to express the opinions of myself and my friends. I know some Catholics who feel, also, that we are being treated unfairly by the commentators and news men.

Yours very truly,

(Mrs) Violet V. Ruckman

as observed.

October 25, 1960

Dear Mr. Lange:

Mr. Murrow has turned over to me for reply your letter of October 11th.

Let me begin by telling you that the best way for you to ascertain the time and dates of the BACKGROUND shows, is to either call or write directly to Station KNX, 6121 Sunset Boulevard, Los Angeles 28, California.

In addition to his radio show, Mr. Murrow has been devoting much of his time to almost regular appearances on the bi-monthly presentations of CBS REPORTS. The most recent of these was "The Year of the Polaris", to which both the public and press responded favorably.

Mr. Murrow enjoyed reading your letter, and has asked me to convey his thanks for your kind comments.

Sincerely yours,

Secretary to Mr. Murrow

Mr. J. Nielsen Lange
3922 Third Avenue
Los Angeles 8, California

3922 Third Ave.,
Los Angeles-8-Calif.,
Oct. 11th 1960.

eve

KNX

Mr. Ed Murrow,

Columbia Broadcasting System,

New York-22-N.Y.

Dear Sir:

Thank you for your half hours broadcasts, but couldn't you get your local stations to give us the right time, for I have missed some of them. Please remember the inflation has made money scarce and a great many have given up to buy newspapers, big L.A. has not even a democratic newspaper anymore.

The campaign is rather tame and the outsome is a tossup at this time, it seems to me and I find a great many refusing to vote for either candidate. Nixons' recoed is anything but laudable in his home state.

Kennedy never had a word against McCartyism, even when Mrs. Roosevelt called him on it. Nor has he ever protested U?S. keeping Franco afloat in Spain, for without our millions he would have been long time gone. Worst of all he wants to put more idle workers to making more guns, just like Hitler did. There is plenty of work waiting, when we find the money for it.

What good is it we have mastered production, if we refuse to master distribution? We must do that before we can have permanent prosperity, even Baruch agrees with me in that without reservations. Why can't we do as Americans did during Benj. Franklin's time and monetize the wealth of new construction and save the int. and gradually build a money-supply that will be stable. What Americans have done, we can surely do today and benefit from it.

Sincerely yours

J. Nielsen-Lange.

J. Nielsen-Lange.

October 25, 1960

Dear Mrs. Barker:

Your postcard of October 22nd, has been turned over to me for reply.

At present Mr. Murrow has been devoting much of his time to appearances on the bi-monthly presentations of CBS REPORTS. The most recent of these was THE YEAR OF THE POLARIS, to which both the public and press responded most favorably.

Also, you might want to listen to BACKGROUND, Mr. Murrow's weekly radio show. As to time and station, I can offer you no better suggestion than to consult your local newspaper.

Mr. Murrow has asked that I convey his thanks to you for your kind comments.

Sincerely yours,

Secretary to Mr. Murrow

Mrs. Esther Barker
229 Sixth Place
Manhattan Beach, California

229 Sixth Place
Manhattan Beach
California
October 22, 1960

Dear Mr. Murrow:

Where are you? I have not seen you on TV since the Democratic Convention.

I am a great admirer of yours and I, along with millions of others, miss you.

TV needs you!

Sincerely yours,

(Mrs.) Esther Barker

MANHATTAN BEACH
OCT 22
1 PM
1960
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PRAY
FO
PEA

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
CBS CHANNEL 2
Hollywood, California

TELEVISION

The Expense of Adrenalin

By MAURICE RICHARDSON

A GOOD deal more than the normal quantity of adrenalin must have passed into viewers' bloodstreams during Ed Murrow's Polaris missile film. I was so nervous myself by the end of it I felt as if I could have given the Gadarene swine ten lengths start against the gradient.

This programme, to which **Panorama** devoted its entire bill plus an extra twenty minutes for discussion, was certainly one of the peaks of TV documentary. Murrow himself, though relaxed enough, looked suitably leaner and graver than usual. (As well as having the whole balance of terror in his hands he had spent £45,000—of C.B.S.'s not B.B.C.'s money—on the evening's entertainment.) Brilliantly as ever he conducted us through the history of both the missile and the nuclear submarine that carries sixteen of them. He wove himself and his message in and out of the filmed story from research project to the successful firing last July, after some of the longest countdowns in the history of science whether fact or fiction.

I tried very hard to console myself that the leading American personalities such as Admirals Burke, Raeburn and Rickover were so overjoyed by the prestige accruing from the new toy that they would never feel the need to fire it. They none of them looked subject to sudden brainstorms, though Admiral Rickover had a curiously withdrawn, almost Japanese mystical aspect.

The live local discussion conducted by Ludovic Kennedy was not altogether reassuring. All seemed inclined to dodge or sidestep the possibility of accident or misfire. One moment they seemed to think the stronger the nuclear stalemate the less likely was war; the next they were talking about the need for more conventional weapons. If only peace were a technological instead of a political problem I should waste a lot less adrenalin.

★

TELEVISION

By KE

It's the Th that Cou

WHEN I was a boy we were taught to count *up* to ten. Today it seems that if any young scholar wishes to make his mark on the world he must first of all learn to count *down*. The mathematics are simple: the implications both complex and frightening.

As anyone who saw "Panorama's" two-part survey on the Polaris missile will have recognised, the tension engendered by the passing seconds to the critical moment of firing, and the emotional release that follows, are the most theatrical aspects of a way of life which most of us would readily exchange for a cave and a small front garden.

Of course, Mr. Ed Murrow, whose film on the birth of this rocket formed the programme's backbone, has a way of narrating which somehow manages to dramatise his subject matter beyond its natural demands. If he were to describe the lighting of a cigarette, in his usual terse and pregnant fashion, his commentary would dress the incident with an unwarranted significance. It's an American habit.

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NOT that the very fact of Polaris is without significance. One submarine loaded with the explosive equivalent of that carried by all the bombers of the last war is food for thought; forty-five of them, as is the ultimate aim, makes for indigestion. And who has the pill to cure it? Not the distinguished panel who later considered the strategic aspects of t On the whole they was "a good thing" might just as well hav cussing the agenda fo meeting of the Wom tute, such was the co in evidence.

At any rate, it tak rama," with all its atte naturally-assumed aut devote nearly an hour to a subject of this st a programme it is une its honest reporting a gent comment. And will never tire of sayi other television co must be measured by

◆ ◆ ◆

KENNETH PEARSON

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Her Trib 10/12/60

Television Reviews

'The Year of the Polaris'

"The Year of the Polaris," a "living history" account of the intermediate range ballistic missile and the submarine that launches it, was another absorbing documentary out of "CBS Reports," the consistently first-rate public affairs series.

Presented on CBS last night (8-9) with Edward R. Murrow as guide and interpreter, "The Year of the Polaris" was an excellent demonstration of what television can do and should do with its enormous powers — enlighten, inform, stimulate the public on matters of vital importance.

In last night's program, Murrow and partner, Fred W. Friendly, both of whom are convinced that what the American people don't know "can kill us," attempted to appraise the public of facts about the Polaris, a weapon that can be hidden in the quiet depths of the sea and fired out through space to its target with almost no fear of detection. The "lesson" was an effective combination of documentary, drama and suspense.

Tracing the various stages of the vital defense project from drawing board to its underwater launching pad, the program explained how and why the Navy rushed it to completion and exhibited filmed records of the agonizing failures that preceded its success. One of the memorable moments was the view of Rear Admiral William F. Raborn jr., U. S. N., Director, Special Projects Office, during the suspenseful countdown and his jubilant smile when the Polaris was successfully launched. One wished that the program had concentrated a bit more on the human element behind the Polaris, but on the other hand, Messr. Murrow and Friendly had only one hour in which to tell the story of the Navy's $2,500,000,000 gamble, and it's a wonder they crammed as much information into the show as they did.

It was, without doubt, one of the most important programs of the new season.

MARIE TORRE.

JACK O'BRIAN SAYS:

Oh, Walter's Only Teething

JACK O'BRIAN

Walter Winchell's a dental case, plus virus and his doctor said absolutely no TV show next Sunday. Five persons will sub for WW . . . CBS-TV's "The Year of the Polaris" was an interesting documentary despite Egbert R. Murrow's brays of gloom . . . The Navy men were the real story, not Egbert's sombre sermons and soggy sense of humor.

10/12/60 THE NEW YORK TIMES,

TV: The Polaris Story

Step-by-Step History of Missile Is Told by Murrow and Friendly on C. B. S.

By JACK GOULD

THE history of the Polaris missile—its beginning as a dream, its succession of failures and its triumphant emergence from the ocean over Cape Canaveral—was recorded last night by Edward R. Murrow and Fred W. Friendly in an excellent documentary on "C. B. S. Reports" over Channel 2.

•

The program gave the viewer a step-by-step study of the prodigious fusion of scientific ingenuity, management coordination and Navy determination that last July resulted in a deterrent weapon that can be fired from the anonymity of the depths.

Mr. Murrow traced the construction of the submarine George Washington, which cost $100,000,000, and the concurrent evolution of the hydrogen warhead missiles costing $1,000,000 each. There were films of the Russian trawler hovering in the background during the submarine's early trials as well as interior shots of the George Washington and its incredibly sophisticated instrumentation.

There were close-ups of Admiral William F. Raborn Jr., who sweated out all the anxieties connected with the childhood of the Polaris, at the moment that the first missile broke the surface and arched majestically on course; his smiles were something to see. But something to hear as well were the words of an unseen crew member: "Hot damn!"

Such was the program's clarity that Mr. Murrow's presentation left a yearning for slightly more detailed technical information of some aspects of the awesome bird.

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Mr. Murrow made the pertinent editorial point that the Polaris came about because those assigned to the project were free from bureaucratic interference. He also recalled a number of prominent public figures, both scientific and political, who at one time or another had said the operational reality of today was impossible to achieve.

Mr. Murrow closed with a sobering postscript: If the Polaris missile is ever fired in earnest, it has been a failure.

NEW YORK POST, WEDNESDAY, OCTOBER 12, 1960 74

On The Air

By BOB WILLIAMS

Revised "ground rules" have been adopted for tomorrow night's TV interview with Sen. Kennedy and Vice President Nixon in the hope of speeding the flow of questions and answers.

An ABC source optimistically suggested that possibly 20 or 25 questions and answers might be handled in the one-hour program, compared with "about 15" during last Friday's joint interview.

Last week's "ground rules" set a maximum of 2½ minutes per answer and a "rebutal" period by the opposing candidate of no more than 1½ minutes. Members of the news panel were asked to keep their questions under 30 seconds in length.

The "rebuttal" time has been eliminated from tomorrow night's program, which will be produced by ABC via split-screen with Kennedy in a New York studio and Nixon and the news panel in separate Los Angeles studios.

Under the new rules, the candidates will have a maximum of three minutes in which to answer each question, but may use some of that time to rebut his opponent's previous remarks.

ABC commentator Bill Shadel will be moderator. The panel will include Roscoe Drummond of the New York Herald Tribune, Douglas Cater of The Reporter magazine; Charles Von Fremd, CBS Washington correspondent, and Frank McGee, NBC commentator . . .

* * *

Peter Lind Hayes starts a new series with wife Mary Healy on NBC tonight titled "Peter Loves Mary."

"If this isn't good," he said, "don't blame the writers. It won't be their fault."

Billy Friedberg is both producer and chief writer for the series in which Peter and Mary play a show business couple who live in Connecticut, in accordance with her wishes, while he wishes he were around Lindy's.

"Usually, I'm very negative about anything we do before we do it," said Peter. "This is the first time I haven't been."

While they're working in Hollywood, said Peter, they're occupying a home they built there years ago when they were first married.

* * *

Jack Beck, who produced last night's "CBS Reports" special, "The Year of the Polaris," is trying to talk Executive Producer Fred Friendly and Edward R. Murrow into a project titled "The Decline of American Humor."

Murrow's summation on the Polaris:

"It gives statesmen an opportunity to continue trying. If it is ever combat fired, it will have failed its purpose and our civilization will have failed its promise . . ."

Murrow and Friendly are putting together their own "debate" between Kennedy and Nixon, made up of statements from recent speeches dealing with economic policy. It will be included in their next "CBS Reports" project Oct. 27, "Money and the Next President."

By HARRIET VAN HORNE

Ultimate Weapon Hits TV

THE Year of the Polaris, last evening's CBS Report, gave us still another biography of a missile.

In this instance the missile that holds—for a little while, anyway—the title of Ultimate Weapon. It is capable of turning whole nations, even continents, into radioactive cemeteries. Its design may be credited to the Bureau of Weapons but one might say its full and devastating horror was conceived much earlier by a man named John—who set it all down in the Book of Revelations.

Harriet Van Horne

The Polaris, in brief, is a three-stage hydrogen-headed missile that uses an atomic submarine as its launching pad. The submarine can remain under water for months. It can also go around the world on a core of uranium the size of a golf ball.

From submarines such as the George Washington, the object of our attention last night, the United States Navy can fire 16 hydrogen warheads in 15 minutes. All of them, narrator Ed Murrow assured us, would be in space before the first had even reached its target.

This was a film that staggered the mind with its technical skill and exciting photography. One had to admire, too, the patient synthesis of highly abstruse detail. I still am not clear how the Polaris works—and I hope to God it never does—but I am frightened and horrified by its potential.

* * *

And since never before in history have men put out to sea with so much obscene power at their fingertips, one can't help wondering, what sort of men have we here, doing business in great waters, and able in a few pushes of a few buttons to blow up the globe in the name of U.S. Navy?

I was greatly relieved when Ed Murrow asked Adm. Arleigh Burke (chief of Naval Operations), "What about the possibility of mutiny, madness or a mistake?"

Adm. Burke, a genial fellow, replied, "Oh, we've thought of those things. That we have a wild captain, that something happens. . . . So the executive officer checks the captain so that both of them would have to go crazy at the same time. And that's never occurred."

Are you breathing easier? I'm not. And I wasn't heartened by the admiral's reply to Mr. Murrow's next question: "What about faulty communication?"

* * *

A vague, windy answer it was, and rather off-hand. But it's salient points were: The submarine is in no hurry. ("It doesn't have to get its missiles off in a hurry so it can wait.") And if there's a sudden declaration of war or sneak attack, why "the whole world will be talking about it over the radio." You just tune Conelrad, I guess.

Then, continued the admiral, the skipper can "come up and ask—he can ask Washington." Assuming, of course, Washington still answers.

The cost of the atomic submarine we saw last night was estimated by Rear Adm. William Raborn at $100 million. Each of the 16 missiles would cost about $1 million. The total destructive power would be greater than all the bombs dropped by both sides in World War II.

But every weapon produces its own counterweapon, we were told repeatedly. And the Polaris won't be "ultimate" for long. Where, a viewer has a right to ask, will this fantastic race end?

In his concluding editorial, Mr. Murrow noted that "Polaris provides nothing in the way of national life insurance." It will buy us time, he said, for our statesmen to go on groping for peace. In future months, other atomic submarines will be launched. The Robert E. Lee in December, then the Theodore Roosevelt, followed by the Abraham Lincoln and so on, one imagines, until the U.S.S. Armageddon slides down the ways. And so . . . good night and good luck!

World Tele & Sun 10/12/60

As Pegler Sees It:

U.A. 10-7-60

Are They Afraid To Really Debate?

By WESTBROOK PEGLER

IF THE ORGANIZED disorder of the Democratic Convention created an undignified impression overseas, impairing our dignity as the dean of nations, then the silly demeanor of both Presidential candidates in their first TV debate was a spectacle to humiliate the latest patch of African jungle to try on shoes and send a medicine man to New York.

PEGLER

Here were two pushful young men, one of them with a legitimate political and historical status as Vice President, the nominees of the only two parties in the country, sitting up like family Towsers and snapping at fragments of dog biscuit tossed by nonentities who sat with their backs to the audience. Nixon and Kennedy must have wanted it that way so the conclusion is that they are afraid to debate or even to confront each other.

For a moment in Kennedy's acceptance speech in Los Angeles, it seemed that someone had been feeding him raw meat by the way he peeled back his lips off his fangs and snarled. But all the fight was out of him now and we had the embarrassing spectacle of two dull, scared politicians prattling platitudes and hanging on for the bell to save them.

Kennedy, in the supercilious arrogance which Harvard inculcates in lace-curtain Irish, doggedly mispronounced ordinary words of the common language of the country. This was the true Rooseveltian contempt for the common man. He seems afraid to be taken for a valid American.

The penny-ante proctors of the broadcasting companies manipulated them like bush-league Quiz Kids in a drop-dead finale for a carton of bubble gum.

The effrontery of the radio-TV business has few frontiers to find.

Name-Dropping TV Pundits

In both conventions the TV pundits constantly interviewed one another, dropping great names with worldly nonchalance, and made the conventions seem only as background for their own distinction.

In Chicago, Egbert Murrow reminded himself of something the prime minister of Norway had said to him, apropos nothing, when it would have been more to the point to explain his fraudulent expose of prostitution in New York after which he lit out for Europe as the grand jury phoned the clerk for subpoenas.

There is no art in this; the manners of some of its exponents are gross, most of them are partisan shills for the radical cult. The two parties belittle the voters by interposing such people between them and the candidates. Not to put too fine a point upon it, neither the pitchmen of the microphone nor the panel workers of Washington journalism have any credentials to serve as hecklers, buffers or censors in such discussions. If the candidates cannot debate issues and past performances, allotting time and observing decorum, then these carnies ought to sit for sponsors like Frankie-Boy.

In this debut, both were scared stiff and a tongue-tied spieler for tiger marrow-fat could have made bums of them. Jimmy Walker would have chased them out of town. LaGuardia was poised to leap for Guatemala whenever Jimmy solemnly intoned in a campaign long ago, "I make no insinuations about my opponent's private life, but I dare him to tell us what he was doing at 906 Pasture st., Bridgeport, Conn., that night last August."

Knowledge Guides the Voters

It is one thing to "keep it clean," although Roosevelt and Truman never did. But it is not the honest thing to suppress knowledge, however scandalous, which belongs to history and primarily to the incumbent people for their guidance in voting.

This year Kennedy is charging that Eisenhower impaired American prestige before the world. Moscow is bearing down on spies so Kennedy has no fair ground to protest if Nixon should show how many spies Russia planted under Roosevelt and Truman. Nixon could fairly dare Kennedy to produce Truman, Henry Morgenthau and Eleanor Roosevelt to testify on their honor, such as it is, about Harry Dexter White, Alger Hiss and Mrs. Roosevelt's particular personal friend, Martha Dodd, now absconded to Moscow with her Communist husband, Alfred Stern.

There is bear meat in the archives.

But get those kibitzers out of the scene and make the nominees come to grips, unless they are each afraid what the other may ask him back.

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Behind the TV Screen

FRIDAY, H.T. 10-14-60

'Year of the Polaris'

By John Crosby

"They do look like the doors of doom," said Edward R. Murrow to Adm. Raborn as he watched the little steel trapdoors pop open on the Polaris-bearing submarine, George Washington, with a malevolent squeak. These are the doors out of which the hydrogen bomb-bearing Polaris will—we devoutly hope—never have to issue and those were the opening words on the program called "The Year of the Polaris."

The closing words: "The Polaris means power—deterrent power. If it's ever fired, it'll have failed its purpose. Good night and good luck." Well, we sure need the luck.

Close to the opening, Adm. Rickover, the father of the atom-powered submarine says: "The Nautilus is a new weapon as revolutionary today as the airplane in its day." In its own way, "The Year of the Polaris" is as revolutionary a form of journalism as the Nautilus is revolutionary as a weapon. Both took long planning and both took great faith.

* * *

For instance, the Polaris-bearing submarine was first planned before the hydrogen bomb problem had been licked, before solid fuels had been invented. Many break-throughs had to come before it would work and yet the submarine went forward, anyway. Similarly, the program was being filmed and planned before it was known whether there would be any Polaris and consequently before Ed Murrow and Fred Friendly knew whether there would be any program.

This not only takes great faith, planning, money, competence and confidence but also a new technique which is becoming an art form in itself. You might call it the marriage of the big picture—the admirals talking strategy—and the little picture—a couple of seamen, holding their breath while the first Polaris is fired.

The Polaris-bearing submarine is a break-through which will seriously affect not only the military thinking of both the free men and Communist worlds but world diplomacy almost everywhere. That's a very large story indeed and it could easily have been done on that level alone. But to do it on the very rarefied level and also on the human level is a great achievement and a great break-through in its own way in the field of journalism.

To take an immensely technical story, with its endless ramifications of Pentagon politics and scientific frustrations and fit it into a mass medium is a chore Friendly and Murrow have been messing around with a long time. They've come a long way. And they have a long way to go. There is no end to subtleties of camera work and cutting and planning that this form of journalism can take. I think five years from now this kind of program will be as far advanced over this show as this one was over some of the Korean documentaries of the Friendly-Murrow team.

The attitude of Madison Avenue is a break-through, too. The program had a sponsor (Marlboro) which it wouldn't have had five years ago. The great break-through still to come—and I'm supremely confident that it will come—is in the public acceptance of this sort of TV journalism as an important and necessary adjunct to newspapers and magazines. Documentaries (a word I'm avoiding here) have a bad name—too many of them coming out solidly with monumental dullness against sin. (The TV networks, you'll be heartened to learn, are all solidly arrayed against bad housing, dope addiction and juvenile delinquency.)

Frankly, I think this sort of program is worth any twelve hours of the Republican or Democratic conventions—or maybe even all of both of them. It requires great sense of responsibility, great intelligence to plan and film and edit, and a lot of money—but I don't think that's too much to expect of television.

* * *

Vice-President Nixon's reluctance to engage in a fifth debate on television is a fairly clear indication that he thinks he's getting the worst of these encounters—not only in the first but the second. The excuses are flimsy. If Nixon thought he was winning, time would be found without much difficulty.

This is a harbinger of things to come.

Many observers have felt these debates were a great addition to the democratic process and forecast that they would be unavoidable for future candidates. But, don't worry, if a future candidate thinks he's going to be worsted, he'll avoid them all right on one pretext or another. I have feared all along they were a little too good to be true.

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TV What's On? RADIO

Murrow and Missiles Explosive TV Combo

By KAY GARDELLA

"The Year of the Polaris," the first of 26 "CBS Reports" this season, got off its launching pad last night at 8, and without the slightest malfunctioning landed right on target. By far, and unequivocally, we consider this Ed Murrow-Fred Friendly-report on the intermediate range ballistic missile to be the best news documentary ever to be presented on television.

The reasons, which we'll happily enumerate, were undoubtedly obvious to any layman watching the hour telecast. Every unnecessary, extraneous bit of information, that could only confuse the viewer, was stripped away by the fine editing of producer Jack Beck. Left was a taut, concise, easy to comprehend and fascinating documentation of this three-stage missile and the nuclear submarine George Washington.

Murrow, blessed with a golden larynx, used his Class A delivery on this one. When dealing with matters of grave importance and lesser importance, the chain-smoking commentator, through the years, seems to have developed matching intonations. Certainly the Murrow who used to be on "Person to Person" asking a Marilyn Monroe for a camera's-eye view of her etchings could hardly be compared to the "Polaris" reporter. With his sustained pitch and carefully selected words he never once let us forget the significance of his assignment last night.

Clarity the Keynote

The narration in its clarity and brevity was in itself a gem. Whenever our brow would knit in wonderment Murrow was right there with a lucid explanation. He never intruded on the drama unfolding on our TV screen—he simply punctuated and underscored it. And, on occasion, he opened the shutter wide, admitting more light.

It's unusual in a telecast of this kind for the technical experts and Navy officers to be as articulate as the TV pros. All participants in the "Polaris" story spoke in terms easy for the armchair viewer to digest. Heard from during the hour were Adm. Arleigh N. Burke, Chief of Naval Operations; Rear Adm. William F. Raborn Jr., Director of Special Projects Office; Rear Adm. Hyman G. Rickover and Comdr. James Osborne, Commanding Officer of the USS George Washington.

Visually, this drama-packed hour left impressions the mind's eye will undoubtedly refer to for a long time to come. There was the opening shot of the missile-bearing nuclear sub George Washington showing the hatches where the 28-foot Polaris would be stored. Murrow, giving it the Navy nickname, called it "Sherwood Forest." Then, beating any Fourth of July demonstration, were the series of unsuccessful launching tests at Cape Canaveral, when one after another faulty missiles were exploded in midair by the Range Safety Officer.

And, finally, the telling moment when the Polaris would be launched underwater from the sub. Who could forget Adm. Raborn's concerned expression, tense but still restrained, as he was seen standing by for the final countdown. And, most unforgettable of all, was the triumphant spectacle of the missile soaring into the air like a giant bird — right on course!

Adm. Raborn, in addressing his congratulatory remarks to the sub's crew, labeled this Naval project the "most significant happening since the day the airplane flew." Thanks to Murrow, executive producer Fred Friendly, producer Jack Beck and the rest of the competent "CBS Reports" staff, including the cameramen, all America was on hand to witness it. It was a job well done.

O'Connor OK:

Versatile Donald O'Connor, in his first NBC-TV spec of the season at 10 last night, offered a well-paced stylish musical hour, ably supported by Mitzi Gaynor and pianist-composer, Andre Previn. The fast stepping O'Connor was in top form and his partner, Miss Gaynor, was a graceful and talented adjunct. The duo, however, was more effective in the dance segments than the song numbers.

Edward R. Murrow

Donald O'Connor

Interspersed in the program were some comedy takes. One, a timely satire on David Susskind's "Open End" program, was called "Open Mouth" and its host as portrayed by Donald was named "Mr. Big Mind." Hilarious was the closing when O'Connor ad libbed a string of polysyllabic words telling the audience "These are a few I had left over." As for the songwriting sketch with his pal Sid Miller, we think its time O'Connor buried this one. For some reason it always comes off dated.

TONIGHT SEEN ON 13

LEGEND OF LOVERS
starring Piper Laurie, Robert Loggia, Sam Jaffe, in a romantic and pulsating play, whose passion will hold you spellbound...on The Play of the Week.

PINKY
starring Jeanne Crain, William Lundigan, Ethel Waters, in a distinguished film about a girl who passed for White ...on The Picture of the Week. See it!

WNTA/TV

Oct 17th 1960
no address

Mr Edd Murrow

Deas Mr murrow it was so good to hear yor on S.V. I have missed yor on Person Mr Collingwood is good but he has run in the same trouble so for two weeks I haven't got Person to Person.

I want to tell yor that through both yor conventions Walter Cronkite sit looking right in my face and I was there

as long as it they
lasted and I am
almost 92 years &
a cripple at that

its like meeting an
old friend when you
come on the screen
hope you come oftener

Sincerely
Mrs Glencora
Wescott

Vote for Nixon

5206 Carpenter
Downers Grove, Ill.
Oct. 15, 1960

Dear Sir:

Can you please send me a copy of the text of your broadcast — which I heard on Oct. 2, 1960 at about 9 P.M — over WBBM?

I called the station to ask either for a copy of the broadcast or for a statement of the subject — since I turned in late — and was not too sure.

I'd still like to know. Just what did the State Dept. do?

Many thanks —

Mary Appelman

Forwarded Oct. 19

Oct. 13, 1960 - late P.M.

Dear Mr. Murrow:

O.K. ... so by now both Kennedy and Nixon have proven that they are scrappy fighters who can think on their feet. Why not revert, then, back to the scheme of the first Great Debate wherein each candidate is allowed 15-20 minutes of uninterrupted air time in which to outline his general plans in one specific area? Then reporters may question for one-half hour or so. As it is now, Nixon has turned the show into vindictive back-biting.

As for tonight's Debate: Kennedy the winner. Nixon was so preoccupied this time with attempting to disagree with everything Kennedy said that he usually left rational fact behind in favor of pure emotionalism.

MR. C. J. GIANAKARIS
430 OAK STREET
MADISON 4, WISCONSIN

Form letter #6

Mr. C. J. Gianakaris
430 Oak Street
Madison 4, Wisconsin

MADISON
OCT 14
1 PM
1961
WIS.

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
% News Staff
CBS-TV
New York
New York

B

7m

October 13, 1960

Dear Mrs. Schwarz:

Thank you for your recent letter expressing your interest in BACKGROUND.

It was most kind of you to write. Your nice comments are certainly appreciated by all of us on the radio staff.

Hope you will continue to listen to and enjoy all future BACKGROUND programs.

Thanks again.

Sincerely,

Mrs. Neilda Schwarz
2922 Passmore Street
Philadelphia 49, Pennsylvania

Neilda M. Schwarz
2922 Passmore Street
Philadelphia 49, Penna.

comp.

Dear Sirs,

I would like to express my deepest appreciation for your program "Background, U.S.A."

There are only two questions left in my mind, and in the minds of many more fellow Americans, I hope. What can one person, who feels it a moral obligation to help one's neighbor, do for the brave people of these enslaved countries? And, how come our government, which surely must have moral obligations also, appears to have done nothing to aid these unfortunate people? I hope you do not mind my asking you these questions, for I am in doubt as to whom else to ask.

Many thanks for your enlightening program.

Sincerely,

(Mrs.) Neilda Schwarz

B

Fm

October 13, 1960

Dear Miss Mc Gonigle:

Thank you for your letter of September 18th.

It was indeed most kind of you to write expressing your interest in BACKGROUND of that date. And, your nice comments are certainly appreciated by all of us on the radio program's staff.

Hope you will continue to listen to and enjoy all upcoming BACKGROUND programs.

Sincerely,

Miss Margaret M. Mc Gonigle
240 Springton Road
Upper Darby, Pennsylvania

[redacted]

Comp. 240 Springton Rd
Upper Darby Pa

NCAU
Phila. Pa

Gentlemen

Enjoyed Ed Murrow's informative interview with the representatives of the Captive Nations. We need more of such programs.

Thank you

Yours truly

Margaret M McGonigle

Comp

240 Springton Rd
Upper Darby Pa
9/18/60

Mr Edward R. Murrow
CBS Broadcasting System
N.Y.C. NY

Dear Mr. Murrow

Congratulations on your informative interview with the Representatives of the Captive Nations. I for one wrote President Eisenhower to ask "why we are asked to show courtesy to Kruschev while he does not give the courtesy of a reply to these men. Are we to be courteous only to power, and ignore the downtrodden"

Thanks again for this program

Yours truly
Margaret M. McGonigle

October 13, 1960

Dear Mrs. Bumiller:

Thank you for your nice letter of September 19th.

Your kind comments about BACKGROUND are certainly appreciated by all on the radio program's staff.

We do hope you will continue to tune in and enjoy all of the upcoming BACKGROUND shows.

Sincerely,

Mrs. James Bumiller
331 Dearborne Avenue
Blackwood, New Jersey

Mr. Ed Murrow
C B S Radio
485 Madison Ave
New York, N.Y.

Comf.

Sept. 19, 1960

Dear Mr. Murrow,

Congratulations to you and your staff for Sunday's Background program concerning the eastern European countries under Soviet domination. Your interviews with those patriots served to refocus attention on their captive countries and counteract the faked unity posed by Nikita K & Co. at the United Nations this week.

With the sensationalisms and distractions of the presidential campaign, the Congo conflict and Castro in Cuba in the past months, it is wise that some official attention be directed to those peoples of Europe whose resistance to Communism and hope for freedom has been a way of life for many years.

Thank you again for returning to radio broadcasting and retaining the high journalistic quality of your new program, Background.

Most sincerely,

your loyal fans,

(mrs.) Sylvia Bumiller

The James Bumillers
331 Dearborne Ave.
Blackwood, N.J.

Backgr'd.

October 13, 1960

Dear Miss Bowers:

Thank you for your nice letter of September 30th.

It was indeed most thoughtful of you to take the time to write expressing your opinions on President Eisenhower's quotation.

We hope you will continue to listen to and enjoy future BACKGROUND programs.

Sincerely yours,

Miss A. M. Bowers
4305 Rugby Road
Baltimore 10, Maryland

Comp

4305 Rugby Road
Baltimore 10, Md.
September 30, 1960

Mr. Edward R. Murrow
CBS, New York 22
New York.

My dear Mr. Murrow:

Last Sunday I listened with great stimulation to your admirable Background program. I pricked up my ears when you began to quote the President, since the quotation you used had impressed itself on my mind especially, both for its signifigance and implication -- but also because of his use of the word "deprecate", wrongly I felt. Of course you were merely quoting, but should not he have said "depreciate"?

We always look forward to your Sunday programs and have brought them to the notice of several other persons who we feel would appreciate them. They are so very worth while and the sort of thing badly needed. I hope they continue.

Sincerely yours,

(Mrs) A. W. Powers

B

7m

October 13, 1960

Dear Mrs. Collen:

I have your interesting letter dated September 18th.

It was good of you to write expressing your interest in BACKGROUND of September 18th. I only wish I had the time to answer all of your questions. At this time, my correspondence is piled so high on my desk that all I can possibly say is my thanks for your kind thought in writing as you did.

Hope you will continue to listen in and enjoy all upcoming BACKGROUND shows.

Again many thanks.

Sincerely,

Mrs. George Collen
96 Kraft Avenue
Bronxville 8, New York

MRS. GEORGE COLLEN
96 KRAFT AVENUE
BRONXVILLE 8, NEW YORK

Comp

September 18, 1960

Dear Mr. Murrow:

To anyone, saturated as I have been for the last 25 years in the struggle we must make against Communism, it was a distinct though saddening experience to hear your program this morning - "Background".

To hear those men so patiently recount their countries' sorrows made me for the moment sick. But at once there came a terrific protest in my mind: can we find NO ONE - NO ONE - who will stand up to these ruffians who are joining our midst today and tomorrow at the U.N.?

Someone, surely someone, can point a finger at them and make them answer before the world certain questions:

"What are you going to do about Latvia and Esthonia and Lithaunia, Albania, Bulgaria, Czechoslovakia, Hungary, Poland, Rumania, the Ukraine, Byelorussia, North Korea East Berlin and now Cuba?"

"What right have you to keep thousands of troops and armaments in these countries; to command the services of their peoples and to deaden the souls of their children by your false education, and your deadly controls?" There are dozens of other questions that could be asked.

They should be faced by a modern Jeremiah who will publicly point to a recital of all they have done to the world, and the probable effect of all of this on the rest

MRS. GEORGE COLLEN
96 KRAFT AVENUE
BRONXVILLE 8, NEW YORK

of us. It is all so ghastly to contemplate!

What can be done with these people who go around like lambs in wolves' clothing?

Thank you, Mr. Murrow, for putting your Background gentlemen on the radio. I hope others will be as affected as I have been by these down-to-earth recitals. (I was annoyed at the announcer who followed your program with: "I have some pleasing music for you, as well as the news and the weather!!" What a waste of good radio time!)

Sincerely,

Martha B. Collen

(Mrs. George Collen)

B

7m

October 11, 1960

Dear Mrs. Phillips:

Thank you for your recent letter regarding my program BACKGROUND.

It was indeed most thoughtful of you to write expressing your opinions on Mr. Khrushchev's publicity, and I appreciate your kind comments.

Thank you again for writing.

Sincerely yours,

Mrs. L. T. Phillips
443 Officers Circle West
Robins Air Force Base
Georgia

Oct. 2, 1960

Dear Mr. Murrow -

Concerning your remarks on the State Department's suggesting that Kruschev be played down in the news - I agree that the government should not dictate to newsmen but as a TV viewer and newspaper reader I think we have had an overdose of Kruschev on TV. So far Nehru has not been seen mentioned. No one reports on his views, his comings and goings. The new African countries, supposedly at the center of this U.N. session have not been seen or heard on TV.

Perhaps because you are so close to the news you don't realize how little we see out here but Kruschev.

Sincerely,

Jean Phillips
(Mrs. L. T.)

B

7M

October 11, 1960

Dear Mrs. Musser:

Thank you for your letter of October 3. Your kind comments are greatly appreciated.

Hope you will continue to listen to and enjoy upcoming BACKGROUND radio shows.

Thanks again for writing as you did.

Sincerely,

Mrs. B. F. Musser
995 Vine Street
Salt Lake City 17, Utah

MRS. BERNARD F. MUSSER
995 VINE STREET
SALT LAKE CITY 17, UTAH

Comp

Oct. 3, 1960

Dear Mr. Murrow,

Once more three cheers for your courage !!!

We listened yesterday morning to your broadcash and sincerely hope you'll be with us next week !!!!

Mrs. B. F. Musser

801 Beaverbank Circle
Towson 4, Maryland

October 9, 1960

"B"

Mr. Edward R. Murrow
Columbia Broadcasting Corp.
New York, New York

Dear Mr. Murrow:

Last Sunday I missed your noon broadcast, having gone to church. At the time I bemoaned my fate, but decided that at least next Sunday (today) I would stay home and be stimulated by your penetrating analyses. I tuned in the Washington station (WTOP), long having given up on the provincial programming of the Baltimore CBS affiliate. But you weren't on. After 15 minutes of general news, I was presented with Howard K. Smith, a delightful analyst, but not quite what I had been expecting all week long.

This, by way of introduction, leads me to a general complaint regarding the sad state of CBS news. I direct this barrage to you in hopes that you, or someone you can prevail upon, can alter a sad, sad condition.

I am now presented with a conflict---church or Murrow. This conflict could be resolved on a 50-50 split if there were some supportive therapy available. But in 1960 the famed Sunday ghetto no longer exists. On the most popular medium--television-- everything in crammed in between 5 and 6:30. At that, what is available is mediocre.

We no longer have those fine forums and analyses. We no longer have the finest show ever to have been produced (Small World), for which absence I believe you have sold us out. Considering both television and radio, there is very little that is available to those of us who work. Sunday is bleak. Weekdays are little better: there is no Murrow with the news at 7:45; Sevareid is rarely allowed more that 2 minutes from London; all we get is the news at 8am, A short,short report by Smith in the early evening, and a 15 minute one man round-up at 11:15pm. But what else? Where are the biting Murrow and Sevareid analyses?

This black-out on the news was reflected during the current UN session. In New York was the most important news item in the world. But what were we shown in the evening? This question needs no answer.

Consider the election. What has happened to CBS? Its claim to fame seems to be Presidential Countdown---30 minutes of pap. As devoted as I have been to CBS news since 1946, I dare say that election night NBC will get my attention. But this, of cource does not solve a situation which is most aggrevating

When the quiz scandles broke, the television networks poured out wonderful words as to what they can do, how they can and will meet their responsibilities to the nation for quality programming and public service. But these were just words. Just look at CBS programming the past few weeks. Aside from the capsulized ghetto at 5pm Sundays, we get Cronkite's pap and Eyewitness to History (on the World Series) and a political debate.

Wasn't it P.T. Barnum who said, Never give a Sucker an Even Break? Notwithstanding my dislike for government control, I abhor it, I can have little sympathy for the networks the next time the legislators and the FCC bear down. The networks, I regret to say, deserve little sympathy. They have apparently become the putty of advertsing, lacking in leadership and in everything which deserves the public's support.

But enough. I now repeat myself. I have at least unburdened myself on a person whom I admire and respect, and on whom we must look for reform with the broadcasting industry.

Sincerely,

Marshall W. Raffel

Marshall W. Raffel

Los Angeles, Calif
Oct. 9, 1960

Mr. E. R. Murrow
c/o C.B.S.
New York City.

no address

Dear Mr. Murrow:

I listen with great interest to your series of talks entitled, "Background".

In the discussion of October 9th, the question arose as to the reason of Mr. K's visit to the U.N.

To my way of thinking he was most anxious to get the feel of the Democratic candidate for the presidency of the U.S., with whom he might have to deal, in the future. He is not interested in the Republican candidate because he has had a tete-a-tete with him and came out second best.

Then again, he wanted to show Dag that he (K) has the power to superimpose a re-organization of that situation which gives Dag the authority to override K's well-laid plan to Communize the Congo.

Still most important to his gloating conceited ego, was the opportunity of confronting Mr. Eisenhower with a signed confession from the two boys now being held and brainwashed, that they were sent

as spies. This was to be effected while he was still here, so that he could embarrass our president whose claim is that they were shot down over International waters, and that they should be released. This condition would have to be settled before he, (Eisenhower) would consider disarmament talks. K waited a fortnight and still not receiving the signed confessions, he prolonged his visit for another week; in the meanting those two innocent and loyal boys are no doubt being tortured, brainwashed, and starved in a dungeon in order to wrest a false confession from them so that Mr. K could make lots of propaganda with it. His disappointment in not being able to bully Mr. Eisenhower, no doubt would cause K, if he were in Russia, to tear those boys limb from limb.

Such is part of my reaction to Mr K's coming to N. Y. You did not ask for this, but you are getting it.

Thank you.

Courteously

J. Mayer

Dear Mr. Morrow,

I just heard "Backgrouhd" your new program on Sunday afternoons. My first reaction was one of surprise. I have always admired your work, but in this program you sounded like a different man than the one I remember from a year ago. I was very pleased with what I heard.

Maybe my memory is bad. It is possible that you always spoke like a man with a mission; however I feel sure that I heard something new today. I have a feeling in the back of my mind that this was the reason you took a year off. You felt that the world was starting to tip a little more and you wanted to see for yourself. What you saw didn't please you and you came back with a new, more vigorous approach to the news. It's a good approach. It will make more people mad, but it will also wake more people up.

I graduated from Stanford this spring and attended the Radio and Television Institute here this summer. I have a year before the draft gets me so I think I'll go out and put my ear to the foreign ground myself. Of course my budget will be more limited than the one you had, but I have found that you can learn alot just by hitchhiking.

Best of luck with "Background".

Sincerely,

John Gustafson

October 7, 1960

Dear Mr. Innerst:

Thank you for your commendable letter of September 19th. It was most kind of you to take the time to express your interest in my radio program BACKGROUND. And, your kind comments are greatly appreciated by me and everyone on the program's staff.

I only wish I had the time to reply to your questions in great detail. At this time, I am afraid I cannot. I do want to say that you raised many interesting points and it is always a pleasure to receive letters such as yours.

Thank you again.

Sincerely,

Mr. J. Stuart Innerst
Friends Committee on Legislation
Southern California Office
122 North Hudson Avenue
Pasadena, California

A Regional Office of FRIENDS COMMITTEE ON NATIONAL LEGISLATION, 245 2ND ST. N.E., WASHINGTON 2, D.C., E. RAYMOND WILSON, *Executive Secretary*

Friends Committee on Legislation: Southern California Office

122 NORTH HUDSON AVENUE, PASADENA, CALIFORNIA

MUrray 1-5161 and SYcamore 3-2597

ERNEST VON SEGGERN
Chairman
MARCUS HADLEY
Treasurer
DELMORE HUSERIK
Associate Executive Secretary

September 19, 1960

"B"

Mr. Edward R. Murrow,
Columbia Broadcasting System,
New York, N. Y.

Dear Edward Murrow:

I write to commend you on your radio program, "Background". Through it you are rendering the public an important service as you have on other programs in the past.

Having said this, may I comment on your interview of yesterday with representatives of the "captive nations" of Eastern Europe. I fear that this type of thing does harm and no real good. It tends to inflame passions on both sides of the East-West conflict and unfits people for clear thinking. Your discussion dealt with symptoms, as so many do, and didn't get to the real malady at the bottom.

You are too keen a student of world affairs, Mr. Murrow, to ask why Russia has made "colonies" in Eastern Europe at the very time that other European nations have been freeing theirs, as if there were no reason for this.

Why has Russia enslaved these nations? Not merely for the purpose of demonstrating her power or acting ruthlessly. She has done it largely for her own protection.

Russia has no Atlantic and Pacific oceans to protect her. She has been invaded at least once a century for the last nine centuries. She is therefore playing an age-old game of nations, namely, setting up buffer states for her protection. It cannot be condoned, but it can be understood. Russia has done it ruthlessly, because communism is ruthless in its methods.

When we condemn what she has done, should we not remember that communism is what it is today not merely because of what Marx wrote, or Lenin and Stalin taught and practiced, but also because of what we have done. Didn't we invade Russia in 1918 and support with arms the counter-revolution? Haven't we denounced and opposed the Russian experiment instead of trying to understand it? Aren't we partly responsible for the fear and hatred which makes the communist leaders so ruthless? Is aerial reconnaissance over Russia the type of thing that will cause the Soviets to relax their grip on the "captive nations"? Is our childish un-Christian treatment of Mr. Khrushchev the type of thing that relaxes tension?

The sum of the matter is that fear to a large degree causes nations to act as they do. Why not use your influence to diminish it, instead of increasing it, as programs like that of yesterday do?

Sincerely yours,

J. Stuart Innerst

J. Stuart Innerst,
Acting Executive Secretary

The Friends Committee on Legislation is a Quaker-led organization which invites support and participation from all who are in accord with its principles and program.

200

October 7, 1960

Dear Mr. Raub:

Thank you for your nice card expressing an interest in my BACKGROUND program of October 2.

It was indeed most thoughtful of you to write to express your appreciation.

Sincerely,

Mr. Lyle Raub
4528 Garfield Street
Gary, Indiana

LYLE RAUB
CHEMIST
4528 Garfield Street
GARY, INDIANA
Phone 4-3322

Comp

20 Oct. 1960

Dear Sir:

My wife has told me of your objection to attempted State Department censorship of Kruschev's broadcasts.

I want you to know I approve heartily. You acted like a man — a man of American heritage.

Lyle Raub

GARY, 2 IND.
OCT 3
10-PM
1960

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edwin R. Murrow
% Radio Station WBBM
Chicago, Illinois

October 7, 1960

Dear Mr. Rosenberry:

Thank you for your letter of October 2nd regarding my radio program BACKGROUND. It is nice to hear that you enjoyed my comments in connection with the State Department.

I hope you will continue to listen to Background and derive much inspiration from it.

Sincerely,

Mr. Walter S. Rosenberry III
4850 South Lafayette Lane
Englewood, Colorado

WALTER S. ROSENBERRY III
[redacted] 4850 South Lafayette Lane
ENGLEWOOD, COLORADO

Comp

October 2, 1960

6

Mr. Edward R. Murrow
The Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

May one listener commend you for your remarks on today's program "Background" regarding the Department of State's recent attempt to suggest to the networks that they not give Premier Khrushchev too much time in their United Nations reporting?

Your reference to "intestinal fortitude" was especially appreciated.

Sincerely yours,

Walter S. Rosenberry III

Walter S. Rosenberry, III

October 7, 1960

Dear Mrs. Clark:

I have your nice letter of October 2.

Your comments are indeed greatly appreciated by all of us on the BACKGROUND program staff. It was kind of you to take the time to write, expressing your views.

Thank you again.

Sincerely yours,

Mrs. Wilson Clark
2610 N. W. Cornell Rd.
Portland, Oregon

Mr. Ed. Murrow
C.B.S.
485 Madison Avenue
New York 22, N.Y.

Comp

October 2,1960

Dear Mr. Murrow,

On the air this morning, (Oct.2) you criticized the request of the State Department, in which newspaper men were asked to refrain from giving Mr. Krushchev too much publicity.

The press must be free but the press must also show good judgement, in what it publicizes. It must have a strong sense of responsibility for the good of our country.

Will you stop to think for a moment of the tremendous power that you publicity men have over the minds of the people? The world is made up of good and evil --- you men too often print only the evil, calling it news. You claim that you speak only the truth but you know it is impossible to speak the "whole truth", so the world gets the slant on truth that you see. Because of this the world has a distorted view of our great country and it knows us mostly through our bad publicity.

I think the State Department was right in asking the newsmen not to give Krushchev the publicity, which ofcourse he wanted.

Freedom of the press entails a strong sense of responsibility and good judgement. You can do much to make America strong and good!

Maybe you will ignore this "sound-off" but it is something that has needed to be said for a long time.

Thank you for your many interesting programs. I wish all the news men were as fine as you!

Sincerely,

Margaret Clark

Mrs. Wilson Clark
2610 N.W. Cornell R.
Portland Or.

B

EM

October 7, 1960

Dear Mr. Grubbs:

Thank you for your recent letter concerning my radio program BACKGROUND.

Your kind comments are greatly appreciated by me and everyone on the program's staff.

Do hope you will continue to listen and enjoy all upcoming BACKGROUND programs.

Sincerely,

Assistant Professor Clifton M. Grubbs
University of Colorado
Boulder, Colorado

6

Comp

October 2, 1960

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

Just listened to your Sunday radio program. It is wonderful to hear the Old Master chewing the hell out of a great issue again. You still have very much to teach your profession. Keep us looking at the truth, Mr. Murrow, and never flag in your pursuit of it.

Respectfully

C. M. Grubbs

Clifton M. Grubbs
Asst. Prof. of Economics
University of Colorado
Boulder

B

FM

October 7, 1960

Dear Mrs. Pilkington:

Your letter of August 8th to Mr. Murrow has just been forwarded to our office. That is the reason for the delay in replying to it.

Since Mr. Murrow has been in the office so briefly this week, I am taking the liberty to acknowledge it rather than put it off any longer.

I would like to thank you on Mr. Murrow's behalf, for your kind comments about BACKGROUND. Upon [redacted] his return, I shall place your letter with its interesting comments before him.

Thank you again.

Sincerely,

Mary Cecchini
Secretary

Mrs. Betty Pilkington
405 East 70th Street
New York, New York

Not Prop

Comp.

405 E. 70
New York 21, N. Y.
August 8, 1960

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Yesterday's "Background" was a first for me -- and what a rewarding introduction. It was indeed refreshing to hear someone suggest that not all criticism of America was Communist-inspired. And I too happen to feel that we are caught anti-Red-handed when we cry Foul! over Russia's interest in Cuba while we have been underwriting Taiwan's very existence for years.

When you said that it's doubtful whether Chiang could speak for even the ten million on Taiwan I'm sure you were more than right. I was there a year -- recently -- and it was my observation that the attitude of the Taiwanese (4/5 of the population) ranged from indifference to hostility - except for a handful of minor local officials who had been given a little powerless patronage. If, over the last twelve years, Chiang had ever thought he could win, he would have called a general election, if only to make the label "Free China" a little more palatable.

This report of my reaction is, I know, of little significance. But with all the muddy thinking done these days it becomes almost a moral obligation to applaud clearheadedness.

Sincerely yours,

Betty Pilkington

(Mrs.) Betty Pilkington

B
7m

October 7, 1960

Dear Mr. May:

Thank you for your letter of August 14th which has just arrived in our office.

Your kind comments about my radio program BACKGROUND are greatly appreciated by me and everyone on the staff.

I was distressed to learn that you had difficulty hearing the reports of my two overseas correspondents. I haven't received any other complaints in connection with bad reception, therefore, it may well have been [redacted] your area only that had the problem. I do hope you don't have any more future trouble.

Hope you will continue to listen to and enjoy BACKGROUND.

Sincerely,

Mr. Paul M. May
1505 Huntington Drive
South Pasadena, California

Paul M. May
1505 Huntington Drive
South Pasadena, California
Phone: RYan 1-1751

August 14, 1960

~~Com~~
Music

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York.

Re: Your Program "Background"

Dear Mr. Murrow:

Allow me to express my greatest appreciation for your Sunday network program "Background", which I find not only highly informative but also very enjoyable, because it attempts to bring some logic and order in the many jumbled and inconsistent reports which we receive through your and other media on the goings-on of the national and international political scene.

Today I was somewhat dismayed about the poor reception (at least in my area) of the reports of two of your overseas correspondents. One had to strain one's ears in order to understand even a few words here and there; on the whole the signal was pretty near unintelligible.

This brings me to a suggestion which I have wanted to make to your network for some time: Since most overseas reports are received at your editorial offices well ahead of (re-)broadcasting time, why wouldn't it possible to have those reports which are received in poor quality re-read by a network announcer ? I am well aware of the efforts of the broadcasting industry to preserve what one might call the atmosphere of authenticity and spontaneity of such overseas broadcasts. However, if the majority of the listeners cannot understand the text of the message, isn't that too high a price to pay ? Besides, while direct overseas reports might have been somewhat of a novelty before World War II, with corresponding mass appeal, their constant use during and after the war has eliminated this feature completely.

The best proof that poor-quality overseas broadcasts are not only an unnecessary strain on the listener's ears and mind is the feeling of relief which grips (at least this) listener, when the voice of the network's or local station's announcer cuts in'!

I shall be glad to hear your reaction to this suggestion.

Yours very truly,

Paul M. May

PMM/is

Paul M. May

B

7m

October 7, 1960

Dear Mr. Waldron:

Thank you for your recent card expressing an interest in my radio program BACKGROUND.

I appreciate your taking the time to write expressing your views.

Thank you again.

Sincerely,

Mr. D. A. Waldron
920 Monroe
Fort Worth, Texas

Misc Dear Mr. Murrow (Rosh Hasonnah)

Background - Sept 18. brought to mind Psalm - 137 - with your guests - or ghosts, as the 1960 cast. Their history has been many times before, and will be again. If all troops withdrew this day, these same people, would be at it again - As Omar says - There will be no status quo, ante "The Moving Finger" -

Sincerely

920 Monroe Ft. Worth

D.A. Waldron

FORT WORTH
SEP 13
9 AM
1964
5

AIR MAIL-POSTAL CARD

Edward R. Murrow
C B S
485 Madison Ave
New York 22 - N.Y

17

B
7M

October 7, 1960

Dear Mr. Fraenkel:

Thank you for your telegram dated October 2nd.

It was indeed most thoughtful of you to write in expressing your comments concerning my statements made on my BACKGROUND radio program.

Hope you will continue to listen to BACKGROUND and derive much inspiration from it.

Many thanks again.

Sincerely,

Mr. Hans H. Fraenkel
209A East 16th Street
New York, New York

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

KLA054 KL-NA278

PD NEW YORK NY 2 1235P EDT

ED MURROW, DLVR

RADIO NOD 49 EAST 52 ST NYK

I ADMIRE MORE THAN EVER THE ONLY COURAGEOUS AND INTELLIGENT VOICE IN THE WILDERNESS OF CONFUSION COMPLACENCY AND PLATITUDES

HANS H FRAENKEL 209A EAST 16 ST

"B" Comp

PM 5 30

B

7m

October 7, 1960

Mr. Harry Weinberg
145 7th Street
Brooklyn, New York

Dear Mr. Weinberg:

Thank you for your telegram of October 2nd expressing your enthusiasm for my BACKGROUND program.

Your kind comments are greatly appreciated. Hope you will continue to listen to and enjoy all upcoming BACKGROUND shows.

Thank you again.

Sincerely,

Mr. Harry Weinberg
145 7th Street
Brooklyn, New York

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

KLA076 KL-NA413 Comp "B" 1-6 03
PD NEW YORK NY 2 412P EDT
ED MURROW, DLR COLUMBIA BROADCASTING SYSTEM 485 MADISON AVE
KL NYK
DEAR MR MURROW PERMIT ME TO CONGRATULATE YOU ON YOUR COURAGE
IN CRITICIZING SOME OF THE TELEVISION SYSTEMS WHO SUBMITTED
MEEKLY TO THE REQUEST OF THE STATE DEPARTMENT TO PLAY DOWN
THE NEWS IN REGARD TO K'S VISIT IN THIS COUNTRY THE SUPREME
SACRIFICES OF NATHAN HALE AND SANGER FOR A FREE PRESS WERE
IN VAIN WE NEED MANY MORE MODERATORS OF YOUR CALIBER
HARRY WEINBERG 145 7 ST BKLYN NEW YORK

B
7m

October 7, 1960

Dear Mr. Shulman:

Thank you for your letter of September 12th.

Your comments are most welcome. It is always good to hear from our listening audiences. In this way, we learn whether or not we are presenting programs that please you.

I hope you continue to listen to BACKGROUND and enjoy future shows.

Sincerely,

Mr. Marshall D. Shulman
619 Resolano Drive
Pacific Palisades, California

619 Resolano Drive
Pacific Palisades, California
September 12, 1960

Mr. Edward R. Murrow
CBS
New York City

Crit.

Dear Mr. Murrow:

I write as a long-time admirer of CBS radio news, and as a listener who tries to do whatever one listener can to encourage good radio news and commentary on the news.

I believe that the CBS World News Roundup and the World Tonight are superb programs, although I wish they didn't have to be cut up so much into small segments to fit the commercial requirements of the local stations.

But my purpose in writing is to express my disappointment with your Backgrounds program yesterday (carried at 12:05 noon here by KNX). It was the least-good program I have heard you do. I thought particularly the interview with David Schoenbrun was embarrassingly bad. (I had encouraged a group of friends to listen to the program, and I therefore shared in the embarrassment.) It seemed to me superficial as an analysis, and inflated by pomposity. What I have always valued from the CBS staff is its intelligent and analytical reporting (it is always a marvel to me how much your men abroad manage to pack into a minute or two), but the pontifical exchange with Schoenbrun yesterday, so cliche-ridden, so superficial, was sadly short of your usual high standards. Incidentally, as a listener, I find a carefully-prepared and well-read commentary much easier to follow and informative than a casual and elaborately-spontaneous studio conversation.

I hope you will believe that although my comments are critical, my intention is to try to be helpful. I expect more of CBS, and I feel sad when it slips.

Sincerely,

Marshall Shulman

Marshall D. Shulman

B

7M

October 7, 1960

Dear Miss Adams:

Thank you for your letter of September 18th.

It is good to hear you enjoyed my BACKGROUND program of September 25th.

Hope you will continue to listen to all upcoming BACKGROUND shows and derive much pleasure from them.

Thank you again.

Sincerely,

Miss Gladys A. Adams
Limestone Road
Ridgefield, Connecticut

Limestone Road
Ridgefield, Connecticut

Comf

Sunday - 9/18/60

Mr. Edward Murrow,
Station C.B.S. New York

Dear Mr. Murrow:

This morning's "Backgrounds" was a magnificent presentation of the "Captive" countries: far better propaganda (in the honest sense) that any Russian has ever been able to present to any audiences - a stirring, moving under statements of the wrongs done their respective nations. Such cannot fail to impress your listeners -

More, much more, similar presentations are needed to awaken our own

people from their complacency-

It has been my intention since your return to beg you for more time from you and your previous associates for news from their specific stations.

The younger men do very well - but lack the knowledge and experience to develop their themes - They have their place but lack historical background and traditional value.

It is my hope that the promised Oct. 3rd replaying you will give more than a mere half hour weekly to your public. Your past year's travels must have enriched your own appreciations and expanded your judgements.

Surely many others ~~must~~ beg as I do for "more" -

Sincerely yours
Gladys A. Adams

October 6, 1960

Dear I. Tourian:

Thank you very much for your letter of September 18th in which you expressed your interest in my radio program, Background.

It is nice to know that you are enlightened by it. Do hope you will continue to tune in to each Sunday's BACKGROUND.

Thank you again.

Sincerely,

M. I. Tourian
184 Hillside Avenue
Teaneck, New Jersey

184 Hillside Ave.
Comf Teaneck, New Jersey
Sept. 18, 1960

The Directors of CBS
Edward R. Murrow, "Background"
485 Madison Ave. Program
New York City, N. Y.

Dear Sirs:

What an enlightening program Background was to-day! It is most timely.

Would you have it repeated on television?

If only the State Department would take action, — if possible, so that the Free World would take the initiative in liberation rather than be on the defensive answering untrue, lying Soviet slams.

God's blessings upon you in trying to set our rights right in these crucial

times.

Very truly yours,

J. Tourian

P.S. 1 Many friends think Edward R. Murrow is one of the greatest reporter-statesman-leaders we have in the Free World.

P.S. 2 Could some protest be presented by these leaders (of the Captive Nations) at the current U. N. Assembly meeting?

P.S. 3 A translated recording of this interview would be vital information in Latin-America as well as the uncommitted nations elsewhere.

October 6, 1960

Dear Mr. Bader:

Thank you for your letter of October 2nd, which has just been forwarded to our office.

Your comments on my radio program, BACKGROUND are greatly appreciated by all on the staff.

We do hope you will continue to listen to the show and derive much inspiration out of it.

Thank you again for writing as you did.

Sincerely,

Mr. Frank Bader
9115 Flower Avenue
Silver Spring, Maryland

9115 Flower Avenue
Silver Spring, Maryland
October 2, 1960

Columbia Broadcasting System
1735 De Sales Street
Washington, D.C.

Gentlemen:

With the resumption of the the CBS broadcasts of the New York Philharmonic Symphony, I happened to tune in early and for the first time heard your program "Background" (8 PM Sunday 2 October) over radio station WTOP. The news commentary by Mr Edward Murrow opening the program impressed me greatly for both its circumspection and its introspection and a refreshing contrast to the usual superficial news programs. I agree with Mr Murrow in his views on presentation of news. A useful news broadcast must go beyond the usual recitation of superficial facts; it should try to show cause and effect. We United States citizens are beset with needs for intelligent decisions in supporting our government in the cold war and making our capitalistic republic succeed as a better government than Communistic dictatorships in Russia. I listened to the offensive Wissinger Chevrolet advertisement following the Background program as a show of appreciation to the CBS network for its presentation of the "Background" program

Sincerely yours
Frank Bader

Background

October 6, 1960

Dear Mrs. Yenne:

Please forgive the long delay in responding to your interesting letter dated August 8th.

Your comments are greatly appreciated by me and everyone else on the BACKGROUND staff. I only wish I had the time to answer you in great detail. Unfortunately, I cannot at this moment.

I hope you will continue to listen to BACKGROUND and derive much inspiration from it.

Thank you again.

Sincerely yours,

Mrs. Keith A. Yenne
8503 Edgemere Road
Dallas 25, Texas

Comp.

8503 Edgemere Road
Dallas 25, Texas
August 8, 1960

Mr. Edward R. Murrow
CBS News
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

The remarks with which you prefaced "Background" yesterday fell in our house at least upon an attentive audience. It is good to have you back on radio. However much you have ~~given of your~~ talents, wisdom, and courage to TV, a medium at times too tentative about the news, I miss you on radio. I would like to turn back the calendar to those years that echoed five nights a week your "Goodnight and good luck" wish.

I have missed only one airing, the first, of "Background." I will not willingly miss another. The Congo report has yet to be surpassed on either radio or television, and the brief summary from Hong Kong of Red China's propaganda campaign in Latin America reminded us that we were there, in Montevideo, when it all began with the Peking opera company's tour. Yesterday you, in effect, warned your listeners you would not be the same reporter of your pre-sabbatical years because the impressions that remained with you from extensive travel abroad had modified, to some extent, your previously taken points of view. This was heartening to hear, for we find ourselves pointing out over and over again to the Texas conservatives by whom we are surrounded that our own residence abroad made us see this country from a perspective that has perhaps permanently altered our thinking. It could not be otherwise for anyone who did not seek abroad what he had left behind.

The criticism leveled by Time against CBS news coverage of the conventions was, we feel, unfair. We were quite capable of making our own wisecracks, but most of what went on seemed more sad than funny. You and Mr. Cronkite performed nobly what must have been an arduous chore at times. One of the bonuses we gained from watching our CBS station was making the acquaintance of Alexander Kendrik; we hope to hear from him often. But most of all we were grateful to you of the CBS team who repeatedly pointed out the link the Republicans were (and are) trying to establish between criticism and communism. Perhaps our gratitude arises from our experience here in Texas where that sort of thing has been going on a long time. If I may cite an example, we were discussing at a dinner party the other night how we felt the U. S. had lost sympathy in Latin America, based upon our own personal, if inexpert, observations while we lived there. The subject came up of the attacks on Nixon in Peru and Venezuela. I remember trying to point out that the northern republics of South America had for a long time been more under the influence of communist forces within and without than the more southern countries, and I recalled a few of our more dramatic experiences during the Bogota revolution of April, 1948. One of the guests countered menacingly with this taunt, "So you admit that it was the communists who attacked the Vice-President!" Later,

mulling over the conversation, it struck me that the key word in our friend's charge was "admit," and that by admitting the obvious I had somehow played right into the trap. To criticize policy, to question in fact whether there is a policy at all, is to invite smears of one's own love of, and pride in, country. It is a sad state of affairs. Those of us who must face the reality that our influence is meager and the sphere of it microscopic can only be thankful there are men like you at CBS who will try to get for the rest of us the proper answers by asking the appropriate questions. Complete objectivity is, as you say, impossible in this political year, but I have no question that your own objectives are completely sincere and no different from my own, which are simply to work, hope, and pray for our survival. The only thing is, what you say and do matters a great deal more, which may explain your lack of the kind of humor that would make your critics roar with laughter.

Sincerely yours,

Helen E. Yenne

Helen E. Yenne
(Mrs. Keith A. Yenne)

Cit.

Ans'd 10/11

135 West 16th Street
New York City 11
October 4, 1960

Mr. Edward R. Murrow
Background
CBS Radio
485 Madison Avenue
New York City 22

Dear Mr. Murrow:

Your interpretation of the State Department suggestion that news media exercise discretion in the reporting of the antics of Mr. Khrushchev, missed the point completely. They meant only that you should put the good of the United States and the world ahead of your "sacred rights" to make a vulgar little man seem really important.

On this last trip, press, radio, and television did exactly what Mr. K. and his ego wanted, planned, and knew you would do--give him more free time and space than all the other world leaders put together.

American news media have built Mr. K. into the monstrously important and menacing figure he is today by reporting and discussing and magnifying his slightest word. It takes publicity to build an ego like his. How you do oblige! And how it frightens us to hear you do it!

Yours very truly,

Doris Bryant

Doris Bryant

Send Script

10/2
B

Oct 3, 1960

Mr. Ed. Murrow, –
CBS Radio Station
New York City

Dear Mr. Murrow,

Permit me to thank you for your strong statement re the action of the State Dept. regarding Radio & Tel. Stations – and the publicity they

give to Mr. K Ruschev - It is a sorry day in our U.S. when we thing we can maintain free speech and press - by emulating the methods of suppression of news used in Soviet Russia! Please continue to speak up for free speech & free press - because a dangerous fiend is on the march again - Shades of McCarthy.

Is it possible for me to get a copy of your talk on the radio? Send care a ~~separate addressed~~ envelope ~~for same~~. Sincerely

(Mrs) Sarah J. Smith
555 Ocean Ave
Bklyn 26, N.Y.C.

P.S. I am writing the State Dept & other radio networks.

SJS

Sent

B

Music

etc

MRS. BERTHA GARDNER
833 OCEAN AVENUE
SANTA MONICA, CALIFORNIA

Sunday
October 2nd, 1960

Mr. Edward Murrow
C. B. S.
New York, New York

Dear Mr. Murrow:

Regarding your panel discussion to-day - please be advised that "the five neutral nations who are urging a meeting between Mr. K. and President Eisenhower" is mislabeled -

Four of the representatives are pro-Communist - only Mr. Nehru of India is neutral.

This mistake has been made by many commentors the past week -

Why?

Because it is being made to look like a neutralist urge instead of a Communist contrivance. Mr. K. needs a victory over the USA in order to go home and face his people. Thats my opinion.

Best wishes - and thanks -
Most sincerely

(Mrs) Bertha Gardner

"B"

Comp

Alden House,
Larchmont, N. Y.
October 2. 1960

Dear Edward R. Murrow.

The Bible says:- A word fitly spoken is like apples of gold in pictures of silver.

With this in mind, I thank you for the word spoken to day.

Very sincerly

Jean M. Wilson

Script of 10/2 "B"

Sent

5918 CROSS COUNTRY BLVD.
BALTIMORE 15, MARYLAND
OCTOBER 2, 1960

MR. EDWARD R. MURROW
CBS NEWS
NEW YORK, NEW YORK

DEAR MR. MURROW:

I WAS PARTICULARLY IMPRESSED WITH YOUR EXCELLENT REPORT A FEW MINUTES AGO, 8 PM TO 8:30 PM, ON CBS NEWS AND WOULD GREATLY APPRECIATE IT IF YOU WOULD MAKE AVAILABLE TO ME A TRANSCRIPT OF IT. I WOULD LIKE TO PERUSE IT AT LIESURE AND STUDY IT FURTHER AND ALSO MAKE IT AVAILABLE TO A STUDENT OF INTERNATIONAL RELATIONS.

LET ME TAKE THIS OPPORTUNITY TO CONGRATULATE YOU ON SUCH FINE REPORTING AND THANK YOU IN ADVANCE FOR YOUR COURTESY.

SINCERELY,
Karl H. Finkelstein
KARL H. FINKELSTEIN

B 10/2 6th Oct

RAINBOW LIBRARY
72 BROWN ST.
WALTHAM 54, MASS.

Dear Sir

Please may we have a transcript of the message you sent us, released by Satellite Courier IB. — we still can hardly believe our ears!

We are eagerly hoping that you will tell us the "Background" of this development. Purdue Univ. is about to start Stratovision education from an airborne TV studio, so why could not the whole world become educated? — Gratefully,

Librarian

[our address is confidential, please.]

BOSTON, MASS.
OCT 6
8 PM
1960

25 YEARS
SOCIAL SE
IN AME

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
c/o Radio WEEI
Boston
Mass.

Re.:Ed Murrow transcript

Oct. 1, 1960
Rt. 27 Wiscasset, Maine

Miss Mary Cecchini, Sec.
to Ed Murrow
485 Madison Ave.
New York 22, N.Y.

Dear Miss Cecchini:

Thank you so much for that 10 page transcript of Mr. Murrow's Sept. 19th broadcast. I certainly will read it aloud at our Womans Club if I can get a chance. Generally we have some bad weather in Jan-March but I believe our program is all filled up as of now. Once that happened and I read aloud that "Acres of diamonds" talk by who founded Temple U. in Phila. I heard him give it when I was 21. He proved that the pen is mightier than the sword. I guess it was about the 25,000th time he had given it. I got it for .50 from Temple U. So it is just as well I have Mr. Murrow's broadcast typed for a tape could get torn or erased and a Club MUST have a tape recorder in order to hear it. Of course, the real voices of those satelitte nation people is very authentic by radio. Our TV has been burnt out now about 2 yrs. but I did get Mr. Murrow's interview with Miss Chloe Gifford off of TV and then took my recorder down for them all to hear. The awful thing that happend tho: I had started to use that tape and had put on at the beginning: "She's lip stick and candy i in rubber sole shoes" and forgot to wind past

that before Miss Gifford came on. You should have seen the faces of those staid women! I can still play her back when I feel like it and I think she is "lip stick and candy in (what ?) kind of shoes". But she doesn't answer letters like you do because I sent her an air-mail letter with a heap of important news in it, C.R. reprints etc. but she never even ack. it ?I paid a 1.00 and waited one month just to get that information for her. She said she was a general of 10 million women. Well, I hope the new Gen. Pres. Fed. of Womens' Clubs will get the big news across like they did in 1906. It will raise Cain in some circles but item 4 on my Xmas card will certainly get a boost. Mr. Murrow is what NYC calls "a top bannana" in TV but I am just a free lance also-ran member of Maine Press and R-TV WOmen 3 yrs. That means: pay your own car expense, try and wangle some $$ and ¢ for interviews on tape (they won't even buy me a tape!) even when I promise to put them out to 40 foreign countries and all 50 states by Pres. Eisenhower's people-to-people program WORLD TAPE PALS. My word--somebody even took 15 minutes of my advertised time when I had a 30 min. interview for his program Apr. 5, '59 from WMMS-Bath radio station, Maine! So even a President is subject to a "curtain" for at least 15 minutes. And I get so mad at my college chums with ABs. MAs and some PhDs who seem to think socialism by the name of liberal is just fine! There must be some super-miseducated Professors somewhere to make them like that. The American Inst. of Economic Research in Great Barrington, Mass. calls such: the tail fins of society.

I guess so, but that is the understatement of the century to my way of naming them.

And I note what those captive country leaders say about HOW perverted their young people got. Well,we had some kind of student riot in Brunswick,Maine recently and that is 24 m. and just too close for comfort. I could rave on for hours I get so worked up by the doings of those "Masters of deceit" but if you talk too FORCIBLY about such,folks begin to think you have some loose nuts.Well, they said when Edison tried to electrify a portion of NYC:"Doesn't he know that running wires under the street he is going to electrocute people right and left?" Boy...that's just what a heap of them are heading for now---only worse.

Thank you very much for that transcript

Cordially,

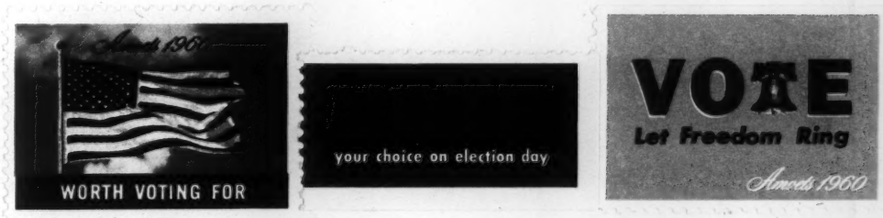
Florence C. Moulton

Me and Bob Applin in our
8/20 Bi Centennial Parade as
MRS. DAVY CROCKETT (Squaw)
and
DANIEL BOONE (he's wearing
a Davy Crockett Cap Too.)
WISCASSET. Maine

My first and only parade. The
people GIGGLED + GIGGLED
+ came out to shout with
their Cameras - F.C. Moulton

E 251

Mr. Ed Murrow
CBS



We believe that:

1 Savers are forced to support spenders by denying themselves a decent life.....

2 Cheap money makes people afraid to invest in long term at low rates so they speculate or buy things.

3 You can't be smarter than Nature who wins every time, but she's silent like a sphinx...

4 Health is the No. 1 need of Americans as a sound mind is in a sound body. Morale comes with health...

5 Character is all you get out of life which is just one performance and no curtain calls...

Anyhow - MERRIE XMAS

"M.R.A." Florence, Edwin and The Cat 1960

Moulton

F.M.

September 29, 1960

Dear Mrs. Moulton:

Thank you for your very nice letter of September 19th requesting a tape of our BACKGROUND program.

Unfortunately, there is no copy which we can make available to you. Enclosed is a script which we hope will be of some help to you.

We are very sorry that we cannot supply you with a tape. If, at any time, you feel you would want one or two scripts, please do not hesitate to write in.

Thank you again for your interest.

Sincerely,

Mary Cecchini
Secretary

Mrs. Florence C. Moulton
Route 27
Gardiner Road
Wiscasset, Maine

Rt 27 Gardiner Rd Wiscasset, Me
Sept. 19, 1960

Misc

Mr Ed Murrow program
CBS New York NY

Dear Mr. Murrow: We heard your 2 PM interview on sunday Sept. 18, with the leaders of the captive nations.

Have you this interview on tape? Can it be bought or borrowed for our Woman's Club ?

Very truly yours.

Mrs Florence C. Moulton
Mem. Maine Press + R-TV Women

PS. at what speed? 7 1/2 or 3 3/4?

Deeply regret no copy which we can make available. Am enclosing script which we hope may be of some use to you. Thank

September 27, 1960

Dear Mrs. Douw:

Thank you for your recent letter.

We shall be glad to place your name on our mailing list. In the future, you will receive weekly BACKGROUND scripts from our office.

Thank you again for your interest.

Sincerely,

Mary Cecchini
Secretary

Mrs. John De Peyster Douw
27 Southgate Avenue
Annapolis, Maryland

MRS. JOHN DE PEYSTER DOUW
27 SOUTHGATE AVENUE
ANNAPOLIS, MARYLAND

"B"

September 16th
1960

N.B.C.

Script put on mailing list.

I wish to ask if the 12.05 Sunday program of Edward Murrow's is available in a form enabling it to be read.

Many intelligent people attend 11 o'clock Church Service and are not at home to hear the radio at noon.

The program is interesting and very instructive, and is capable of giving information which would assist thinking people to form right decisions, in this politically important time, in which we find ourselves.

Yours truly
Mrs. J. deP. Douw

Philadelphia Yearly Meeting
of the
Religious Society of Friends
1515 CHERRY STREET • PHILADELPHIA 2, PA.

YEARLY MEETING OFFICE
(formerly Friends Central Bureau)

LOcust 8-4111

Ninth month 26, 1960

Send "Background" script of 9/25/60.

Ann Whitman
Office of the President
The White House
Washington, D. C.

Dear Friend:

Here is the brochure and enclosures that I promised to send on to you this morning. I look forward to receiving a copy of the President's remarks. Edward R. Murrow, who spoke after the President, said that the President's address last week at the United Nation's was the finest talk that had been given in America on the international situation since Churchill gave his address in Missouri.

It was a pleasure to have you with us in Philadelphia today.

Truly your friend,

Richmond P. Miller

Richmond P. Miller
Associate Secretary

RPM/k

Enc.

(X) Send

(X) You were excellent. If possible, and if recorded, may please a copy? your pertinent remarks of this morning please? R. P. M.

"B" no answer

JOHN R. BROWN, M. D.
2702 WUTHERING HEIGHTS DRIVE
HOUSTON 45, TEXAS

September 23, 1960

Mr. Ed Murrow
C B S Radio
485 Madison Avenue
New York, New York

Dear Sir:

I heard the ending of your program "Background" Sunday, 18 September 1960, on station KTRH, interviewing representatives of nations victimized by the "imperialist colonial" policies of USSR in eastern Europe. If Kwame Nkrumah can shake his fist at the world in the U.N. regarding colonialism in Africa, why cannot someone do the same in the UN in regard to Eastern Europe? And why not ask Khrushchev if he had eastern Europe in mind in his reference to the "millions of people under the yoke of colonialism."

Vice President Nixon almost got my vote with his promise that Khrushchev's grandchildren would live in freedom, but when do we start on this program of freedom for all the world?

If you news people are really mystified (I can't believe it) about the indecision of the American voter, you might investigate the premise that there is a large segment of the undecided who are unhappy because they have been in effect disenfranchised by the refusal of both parties to adopt an all out freedom program. The undecided are looking for a LEADER with the guts to tell them what they need to know--not what some ersatz "leader" thinks they like to hear.

Under such leadership we will gladly double our present rate of taxation if such can be shown to be necessary. On the other hand, we're sick of publicly financed programs that cost every working person and benefit no one significantly but some people who would do very well without it in the first place. We're sick of the inequities of public power, agricultural subsidies, postal deficits, patent office deficits, and airline subsidies to name a few, and of arming Communist puppet states like Yugoslavia.

If it is true that adoption of the 23rd Amendment can eliminate the need for the income tax along with eliminating that much taxes and can effect a start toward reducing the national debt, it certainly demands honest consideration from all presidential candidates. I understand Mr. Kennedy thinks we could stand the boom that would result from leaving that payroll deduction with the people who earned it.

If either Nixon or Kennedy care for the true interests of our country, they will invite proponents of the 23rd Amendment to enter into their debate series. If the news outlets of the country have at heart the interests of our country, they will arrange equal time for the only party so far to come forward with a freedom program.

Very truly yours,

John R. Brown M.D.

John R. Brown, M. D.

JRB:jb

cc: V.P. Nixon
Sen. J.F. Kennedy
Mutual Radio
CBS Radio & TV
NBC " "
ABC " "
Pres. Eisenhower
Sen. L.B. Johnson
Rep. Bob Casey
" Albert Thomas

Richards, Fred

F.M.

September 21, 1960

Dear Mr. Richards:

Thank you for your letter of September 19th.

I am now back on radio with my new BACKGROUND radio show. It is on every Sunday from 12:05 through 12:30 PM.

As requested, I am enclosing a personally autographed photograph of myself.

Thank you again for writing.

Sincerely yours,

Mr. Freddie Richards
421 Sheepshead Bay Road
Brooklyn 24, New York
C/O Steele

Sept 19-1960

Dear Mr Munson.

I would appreciate very much if you would send me a personal autograph ~~photo of your self~~ - I've wanted to write you a number of times - to tell you how much I've enjoyed you over the years on Radio - T.V. When are you going to return to T.V. it will be good to see you again on a weekly basis - I have some of your records - I Hear it Now - They're very interesting - and historical which I think should be in many homes - especially for the children who are in school - they are also very educational. Thank you for letting me take up your time -

Sincerely

Mr Freddie Richards
c/o Steele 421 Sheepshead Bay Rd
Bklyn - 24 - N.Y.

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

UDA484 KL-NC492

(B CAB253) DL PD 9 EXTRA CAMBRIDGE MASS 19 538P EDT 1960 SEP 19 PM 10 51

EDWARD MORROW

Comp "B" 9/18

DONT FONE DLR CBS 485 MADISON AVE NYK

MOST IMPRESSED BY YOUR BROADCAST WITH REPRESENTATIVE OF THE EIGHT SATELLITE NATIONS SINCE JUST THIS WOULD BE BEST POSSIBLE LINE TO PUT KHRUSHCHEV AIMS IN PERSPECTIVE AS WELL AS TO POINT OUT TO AFRICA WHAT IT MEANS TO YIELD TO THE SOVIETS URGE YOUR USING ALL MEANS TO BRING THIS BROADCAST TO THE ATTENTION OF THE UN THIS MOST REVEALING EXPOSE OF KHRUSHCHEVS IMPERIALISM PROVIDES OUR PERFECT ANSWER AND SHOULD BE WIDELY CIRCULATED AND HEAVILY EMPHASIZED

LUCY G HENDERSON (MRS ROBERT G HENDERSON) 19 BREWSTER ST CAMBRIDGE MASS.

AGERS' ACRES
BLACK MOUNTAIN
NORTH CAROLINA
NO 9-7793

Sent

Sunday
Sept. 18, 1960

Columbia Broadcasting Co.,
New York City.

9/18
B

Gentlemen:

I write to ask if it is possible for me to obtain a full transcript of Ed. Murrow's broadcast which you gave out of Asheville N.C. at twelve noon today.

It was one of the most forceful and timely which any could hope hear. Your very opinion it should be quoted on editorial pages of every newspaper in the U.S. and placed in the texts of our history books used in our schools.

Incidentally my Anglo Saxon blood has remained unadulterated for as many generations back as it has been possible for me to determine.

Yours truly

J. Agers.

P. S. over.

I would also much appreciate the transcript of his broadcast from the same source as given on Sunday July 3 at the same hour.

KIRO,12 ocPST. Sept.18,1960.

Mr.Edward R.Murrow,CBS
New York 22,N.Y.

B 9178

Sir: Who,but Edward R.Murrow would cover the political and economic condition in Central Europe by interviewing the leaders in that area? Most interesting.

Yours very sincerely,

Vera Pearce.

Yakima,Wn.

no address

THIS SIDE OF CARD IS FOR ADDRESS

Mr.Edward R.Murrow,
Columbia Broadcasting System
485 Madison Ave.
New York 22,N.Y.

BACK GROUND.

"Back Ground"
C.B.S. Radio
485 Madison Ave N.Y. N.Y.

Sept. 14, 1960

Sent "B"

Dear Mr. Murrow,

I felt your program of Sunday Sept. 11th with David Schoergen most stimulating and informative.

As I am at the moment engaged in some personal research concerning U.S. Economic Development & Foreign Policy, I would be tremendously grateful for a transcript of that program should it be available.

This analysis of President De Gaulle's attitude toward N.A.T.O. and Mr Schoergen's appreciation of him as a statesman enlightening and informative and would greatly appreciate any assistance you are able to offer —

Thanking you

Mrs. L. Dean Day
2449 Wilson Ave
Salt Lake City 8 Utah

B

September 14, 1960

Dear Mr. Mitchell:

Thank you for your letter of August 7th.

Your kind comments about my BACKGROUND program are greatly appreciated. It is nice to know that you are enjoying them, too.

I wish I had the time to answer your letter in greater detail but unfortunately the pressures of my schedule do not permit me to do so.

Thank you again for writing as you did.

Sincerely,

Mr. John Mitchell
100 Robert Street
Horseheads, New York

100 Robert Street
Horseheads, New York
August 7, 1960

Dear Mr. Murrow:

I just finished listening to your program Background, and I enjoy it very much.

In a culture permeated with sales soporifics, such candor is as refreshing as it is necessary. The nature of the press in many areas, the complexity of various aspects of the news, and the limited time most of us spend digesting it, create an imperative need for interpretive analysis.

Any attempt at objective analysis will meet with criticism, for the very simple reason that someone, in any given area, can only view objectivity with disdain. For this reason I salute you and your staff.

I teach high school social studies, and have at least convinced myself, that the search for truth is a teacher's main concern. In fact, if either due to political apathy, or our

frenetic pursuit of opulence, we forget the importance of truth, we will invalidate the only true excuse for being free.

I am quite certain you have never heard of Horsehead, which is my main reason for writing this letter. I just want you and your staff to know that your work is neither unheard, nor unappreciated.

Sincerely yours,

John Mitchell

September 14, 1960

Dear Mr. Fry:

Thank you for your very interesting letter of August 21st.

It was indeed most kind of you to take the time to write me about my BACKGROUND program.

In your letter, you mention the Powers Case and question one of my statements. For your perusal, I am enclosing a copy of my August 21st script of BACKGROUND.

Thank you again for writing as you did.

Sincerely yours,

Mr. Varian Fry
11 Olmstead Lane
Ridgefield, Connecticut

VARIAN FRY
11 OLMSTEAD LANE
RIDGEFIELD, CONNECTICUT

"B"

Bridgton, Maine
August 21, 1960

Mr Edward R. Murrow
Columbia Broadcasting System
Madison Avenue at 52nd Street
New York

Dear Mr Murrow

Your broadcast on the Powers case was interesting and useful - as ~~usual.~~

But there was one thing you said that I can't help questioning.

That was your statement that, in your opinion, Powers would have a hard time finding a job when he returns to the United States.

One of the many good things about life in the United States, it seems to me, is the fact that men - and women - can find jobs, no matter what their previous record. They can do so partly because the country is so large, and partly because memories are so short. But they can do so, too, because we do not have a secret police which busins itself with the task of hounding previous offenders.

Consequently, even if Powers had committed a serious crime against the United States, I don't myself doubt for a moment that he could get a job, and probably a good job, when he returns. Look, man, at Alger Hiss, for instance.

But since Powers has not committed any crime against the U.S., I'm sure he could get a very good job right away. I wouldn't be at all surprised to learn that he had been offered a job as a pilot with one of our commercial airlines, at $30,000 a year, even before leaving Russia.

For the sake of the things you and I believe in so deeply - including the freedom of the individual human being - and for the sake of making perfectly clear to others that that freedom really exists in the U. S., I hope you'll say something about this on the air very soon.

Sincerely

Varian Fry

September 14, 1960

Dear Mrs. McCulloh:

Thank you for your recent letter regarding my BACKGROUND program.

For your perusal, I am enclosing a copy of my August 21st program on which we discussed the case of Francis Garey Powers. In this way, you will be able to read my comments.

Again, thank you for your interest.

Sincerely,

Mrs. Gordon McCulloh
Stuyvesant Avenue
Rye, New York

MRS. GORDON McCULLOH
STUYVESANT AVENUE
RYE, NEW YORK

Background

Dear Mr. Murrow:-

I have just been listening to your radio program in which I understood you to say that Francis Gary Powers would not be accepted too well by the American people when and if he returns. I would think the American people would go 'all out' for him should he come back. He was the victim of tragic circumstances. Will you explain your remarks? Thank you

Sincerely,
Virginia P. McCulloh

August 21st. (over)

Or were your remarks meant for Russian czars?

Sent

September I4, I960

Mr. Edward R. Murrow,
CBS NEWS
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow,

Is it possible for your office to send me the script of your Sunday, September II, I960 Radio Talk "Background with Edward R. Murrow"?

It was a very interesting interpretation of the European attitude toward ua and Mr. Schoenbrun's comments on Charles de Gaulle very enlightening.

I would appreciate very much your letting me have your script for my files.

Thank you,

Sincerely,

Catherine F. White.

Mrs. Catherine F. White
29 East Penn st.,
Philadelphia 44, Pa.

September 13, 1960

Dear Miss Donkin:

Many thanks for your nice note of August 8th.

We are happy to hear that you are enjoying BACKGROUND. Your kind comments about the program are greatly appreciated.

Thank you again for writing as you did.

Sincerely,

Miss Eleanor Donkin
321 East 52nd Street
New York 22, New York

321 East 52nd Street
New York 22, N.Y.
August 8, 1960

This is just to express appreciation and approval of your "Backgrounds" talk on the radio this morning. I am glad this is to be a regular radio feature. How I wish the State Department would make use of your penetrating insight and your well-informed objectivity! No use in advising the presidential candidates to listen to you — politics!!!

Sincerely yours,
Eleanor Boykin

Backgrounds

NEW YORK, N.Y. 17
6:30PM

GRAND C
STA

U.S. POSTAGE 3¢
LIBERTY

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N.Y.

September 13, 1960

Dear Mr. Zilver:

Many thanks for your kind letter of August 7th expressing your enjoyment over my BACKGROUND program.

It was indeed most thoughtful of you to take the time to write to express your appreciation. Thank you again.

Sincerely,

Mr. Louis Zilver
180 Lenox Road
Brooklyn 26, New York

LOUIS ZILVER
180 LENOX ROAD
BROOKLYN 26, NEW YORK

Aug 7, 1960.

To Messrs Murrow, Church and Carlson (spelling?) for their splendid words of wisdom and information on the "Background" broadcast today my compliments and thanks.

Very truly yours,

L Zilver

September 13, 1960

Dear Mr. Waldron:

Thank you for your note of August 22nd.

It was nice of you to take the time to express your views on Francis Powers which was discussed on my BACKGROUND program of August 21st.

Thank you again.

Sincerely yours,

Mr. D. A. Waldron
920 Monroe
Fort Worth, Texas

Aug 22-60. Ft. Worth Texas

Dear Sir

You asked on Sunday - Background - if the U.2. pilot might be a pariah, if he came home. Unfortunately, the answer is - YES. The Brass, will see to that, and since he would be a reproach to Dwight Divot Eisenhower, who minded his score, instead of the store - there is no hope for him. I'm for him (no - not Divot Ike)

Sincerely

D A Waldron

920 Monroe

FORT WORTH
AUG 2
4 PM
1960
TEX.

AIR MAIL-POSTAL CARD

Edward R. Murrow
National Broadcasting Co
Rockfeller Plaza
New York
N.Y

September 13, 1960

Dear Mr. & Mrs. Varga:

Many thanks for your note expressing interest in my BACKGROUND programs.

Your kind comments are greatly appreciated by everyone on the staff and we think it was most thoughtful of you to take the time to write us.

Thank you again.

Sincerely,

Mr. & Mrs. C. Varga
8011 Abbott Avenue
Miami Beach, Florida

5/25/60 Allow us to congratulate you on the excellence of your "Background" program. It is the most informative half an hour on foreign affairs before the American public. I hope it will make some dent in the deep ignorance that prevails on these matters, in the South especially. Your eulogy of Dag Hammarskjold was sweet music to our ears. We think the world of him.

With best wishes

Mr. & Mrs. C. Varga
8011 Abbott Ave
Miami Beach. Fla.

MIAMI BEACH, FLA.
AUG 28
9-PM
1960

THIS SIDE OF CARD IS FOR ADDRESS

25 YEARS
SOCIAL S
IN AME

U.S. POSTAGE 3¢
LIBERTY

Mr. Edward R. Murrow,
Columbia Broadcasting System
485 Madison Ave
New York. N.Y.

September 13, 1960

Dear Mr. & Mrs. Kern:

Thank you for your card of August 10th. Please excuse the delay in replying to it, but I am just about getting around to answering the piles of letters that are now on my desk.

It was most kind of you to take the time to write and express your enjoyment over BACKGROUND. We hope you will continue to tune in and derive much inspiration from them.

Thank you again.

Sincerely,

Mr. & Mrs. Sig Kern
1569 Benedict Canyon
Beverly Hills, California

8/10/60

Dear Mr Murrow -

Congratulations on your "Background" Sunday program Aug. 6th broadcast especially fine. We feel you are truly the only honest - courageous news analyst on the air - who truly reports the facts. We are grateful - Keep it up

Sincerely

Gertrude + Sig Bern

1176 Benedict Canyon
Dr. 11 Hills Caly

BEVERLY HILLS
JUL 11
8 PM
1960
CALIF.

THIS SIDE OF CARD IS FOR ADDRESS

Mr Ed Murrow
Columbia Broadcasting Co
Third & Fairfax
Los Angeles

September 14, 1960

Dear Miss Marshall:

Thank you for your letter of August 7th.

It was indeed most thoughtful of you to take the time to write about my BACKGROUND program. It is nice to hear you are enjoying it.

Your kind comments are greatly appreciated by everyone on the BACKGROUND staff.

Thank you again.

Sincerely yours,

Miss Joan Marshall
90 Broadway Avenue
Toronto 12, Ontario
Canada

90 Broadway Ave., Apt. 308,
Toronto 12, Ont., Canada,
August 7, 1960.

Mr. Edward R. Murrow,
c/o C.B.S. News, Columbia Broadcasting System,
Madison Ave., New York City, N.Y., U.S.A.

Dear Mr. Murrow,

I have just heard your extremely thoughtful talk on "Background" this afternoon, over WBEN, Buffalo, and I wanted to tell you how very inspiring and reassuring I found it. Reassuring, because while listening to the broadcasts from the Republican convention I was disturbed by the prevalent attitude, which seemed to be that anyone who criticized the country was "disloyal". I feared that this dangerous, ostrich-like point of view was shared by Americans in general.

In other days it would not have been appropriate for an outsider like myself to express such disapproval as this -- it would have been strictly the United States's business; but now that all the countries of the West (especially Canada) have their destinies linked so closely to yours, your business is <u>our</u> business, and your shortcomings could prove to be <u>our</u> downfall, too.

I hope that your very refreshing words will be taken to heart in your country; the native good sense of the American people makes me optimistic that this will be so.

My best wishes for your continuing success.

Yours sincerely,

(Miss) Joan Marshall.

P.S. -- I would also like to mention two other broadcasts of yours which I remember with especial pleasure: the interview you gave on the C.B.C. programme "Assignment" some time ago, in which you spoke of your memories of London during the blitz; and the memorable broadcast in your regular C.B.S. series (which was specially replayed on some of our radio stations) in which you showed such an understanding of Canada and Canadians' feelings during the friction in Canadian-American relations during 1957 and 1958.

I hope that someday you will be able to pay us a visit, even though we cannot promise you any riots, embassy stonings, or other such newsworthy excitement!

JR.

Helena J. Barclay
1778 Orchid St.
Hollywood 28
California

"B" 9/11

Columbia Broadcasting System - (Radio)
Mr Edward R. Murrow.
Dear Mr Murrow:
Would it be possible for me to have a copy of your broadcast on Radio today September 11 - 1964.
I have been your constant listener (Radio) and viewer television since the war days in London - Many times you have sent to me courteous answers to questions and requests for copy. To know you are

with us again is good news to me. I did enjoy your broadcasts about this year and last.

Best of all good wishes to you for the fair freedom you so richly deserve.

Cordially

Helen J. Barclay.

September 11 - 1960.

Background

September 9, 1960

FM

Dear Mr. Morefield:

Many thanks for your nice letter.

It was most thoughtful of you to take the time to write and express your enjoyment over my BACKGROUND broadcasts. I am happy to hear that you always tune in to WCBS.

We hope you will continue to listen in and enjoy WCBS news programs.

Sincerely,

Mr. Fred L. Morefield
Wilson Park
Tarrytown, New York

mcc

"B"

FRED L. MOREFIELD
WILSON PARK
TARRYTOWN, NEW YORK

Sunday

WCBS Radio,

Please excuse the pencil but I just want to request you pass on to Ed Morrow my congratulations on the start of what should be an excellent radio series. I enjoyed his first program this morning.

I have been a WCBS fan in New York since I moved here two years ago. This is the first letter I have ever written to CBS.

So much of your programming is excellent. The new show of Ron Cochran's each evening is very enjoyable.

(over)

I hope to get down to New York soon and visit with Jack Stirling and his troupe. They were my first introduction to WCBS and have remained my favorites. Why, I don't know exactly.

Ed J. seems like a very fine fellow. He gives so much genuine warmth to his shows. The choice of music on his show is good.

I listen to WCBS every day from 6:00 AM – 8:30 AM (The World News roundup is tops) and from 5:30 – 11:00 P.M., except when on occasion I listen to the ball games on WMGM. I have no television.

I hope my comments are of interest to you. For your information I am a graduate of MIT (BS + MS) and work in White Plains for The Standard Vacuum Oil Company as an economist and engineer. Thank and so long,

Fred M.

Background

September 9, 1960

Dear Miss Dunn:

Many thanks for your letter of August 8th.

Your kind comments are greatly appreciated. It is nice to hear that you are enjoying my BACKGROUND broadcasts. I hope you will continue to tune in and enjoy my programs.

Thank you again.

Sincerely,

Miss Beatrice Dunn
276 First Avenue
New York 9, New York

mcc

Beatrice Dunn
276 First Avenue
New York 9, N. Y.

B

August 8, 1960

Dear Mr. Murrow,

It is important for you to know that someone is listening to your Sunday noon talks. Yesterday's remarks were the best so far since your return to CBS, and I hope that you had millions of listeners throughout the country.

What you stated needs so badly to be said and reiterated by yourself, who, as always, takes the initiative, and by others in all the media who catch fire from you.

The people must be made to understand at this most critical time in our history in what peril we are and how important the forthcoming election is. I regret that there is not at present much choice between the candidates, but this is the duty of informed citizens - to make the candidates tell the people the unpleasant truths and to demand of them the sacrifices that must be made for our survival.

Please continue to speak out boldly and force us to think deeply about our future. I wish you will be able to return to your daily commentary - it is so urgent.

Sincerely yours,

Beatrice Dunn

C. L. FORSBERG COMPANY
INSURANCE - GENERAL AGENTS
607 MARQUETTE AVENUE - NO. 614
MINNEAPOLIS 2, MINNESOTA
TELEPHONE FEDERAL 3-4381

August 29, 1960 File

Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Atten: Mary Cecchini

Dear Miss Cecchini:

Thanks a million for your letter of August 12th with enclosure.

The script has been in circulation since its receipt and I am sure it would do Mr. Murrow's heart a great deal of good to hear the comments, such as, "An excellent commentary," - "It's all too true," - What this country needs is a hundred more Ed Murrows," etc.

I will not bore you with further correspondence but I did want you to know of my appreciation.

Sincerely,

C L Forsberg

CLF:c

Carl L. Forsberg

Mrs. Paul E. Tubley
29 West Narragansett Avenue
Newport, Rhode Island
29 August, 1960

Dear Mr. Murrow,

Some time ago, I wrote you a note of appreciation after reading the text of an address you had made in Denver to some radio-t.v. broadcaster's association. Unfortunately, I have lost the copy I had of this message, and I miss it ! Is there any way I can get another copy? I have forgotten which magazine carried it.

Sincerely,

Virginia S. Tubley
(Mrs. Paul E. Tubley)

Sent 1 copy of Mr. Murrow's discourse
at Radio and Television News Directors
Convention, Chicago, October 15, 1958
8/31/60 - R. Gomez

BOX 645 COLORADO SPRINGS
August 29th ,1960

Dear Mr Murrow:

The background which you gave on your program by that name yesterday morning, with regard to Mr Hammerskjold was the best summary of that remarkable man's background which I've ever heard. The balance of your program was ~~was~~ also excellent, but I am specially interested in the part concerning the U.N.Secretary General.

I would greatly appreciate it if you would ask your secretary to send me a copy of the typescript of your BACKGROUND program of yesterday for not only would I like to reread it, but I would like to send it to a former Swedish colleague of mine who recently retired from the Swedish Diplomatic Service, for I am sure that not only will he appreciate it, but he will give it wide circulation among his friends in the Foreign Office at Stockholm.

Thanking you for your courtesy in the above matter, I am, with best wishes.

Cordially yours,

Edward M. Groth

Edward M Groth

Edward R Murrow, Esquire,
C B S News,
485 Madison Avenue
New York City 22, N.Y.

Sent 2 copies
9/2/60 R. Gomez

209 East 60th Street

New York 22, N.Y.

August 29, 1960

Dear Sirs:

Mr. Murrow's commentary in yesterdays 'Background' program, on Mr. Hammarskjold and the Congo crisis, was extremely interesting and informative.

I would very much like to have a copy of this, and I'd be very grateful if a transcript could be sent to me.

I should add that this is purely of personal interest to me, and I do not intend using it in any way.

Sincerely,

Margaret Pryor

Sent 1 copy
9/2/60 - R. Gomez

SIR –

What a refreshing thing
to have you Ed come to life and
dissect as only you can do – can't
stand any more 11 mm dreary
gab ex Congo: honest Congo is not of greater
tance 190 or 200 vs 99 R. Marshall J. Jones

SCRANTON, PA.
AUG 28
6-PM
1961

PRAY
FOR
PEAC

THIS SIDE OF CARD IS FOR ADDRESS

E. R. Murrow
CBI - News Div
485 Madison Ave
New York 22
N.Y.

Sent 8/23/60

Monday, August 22, 1960

Mr. Edward R. Murrow
CBS NEWS
485 Madison Ave
New York 22, N.Y.

Dear Mr. Murrow,

Is it possible for your office to send me the script of your Sunday August 7th, 1960 Radio talk "Background with Edward R. Murrow"?

It was one of those thoughtful, deeply probing summaries of the world situation. Ever since you came to CBS as Director of Talks and Education you, certainly, have contributed a great deal in making people "Think".

As I remember, I have first written you almost ten years ago (Feb 1951) asking for copies of your analysises dealing with moral and ethical issues: scandals in school athletics, ban on emigration, appeal to courage, justice, reverence of life, importance of studying history, responsibility of Radio and Television, etc. "This I Believe" was another contributing factor to make people think.

Quite a deal was accomplished in this last decade. You pointed it out in your first Radio broadcast and in that of Sunday, August 7, 1960. Your promise to continue this type of Radio Talks is most welcome. Thank you.

We are doing better, but the best is yet to come.

Sincerely,

Catherine F. White

Mrs. Catherine F. White
29 East Penn st.,
Philadelphia 44, Pa.

August 19, 1960

Mrs. M. A. Stetfox
3217 White Avenue
Baltimore 14, Maryland

Dear Mrs. Stetfox:

Thank you for your letter of August 16. The name of the book about which you inquired is "No Compromise" by Professor Arnold Wittrich.

We are happy to be of service to you.

Sincerely yours,

Ellen L. Lichtenstein
Secretary to Mr. Murrow

No Compromise
Prof Arnold Wittrich

3217 White Ave. Balto. #14
Maryland. Aug. 16, 1960

Mr. Edward Murrow
C.B.S. Radio Network.
485 Madison Ave. N.Y. 22.

Dear Sir:

In your broadcast of news on Sunday August fourteenth you spoke of the causes of the Civil War, and mentioned a book and the author's name. I failed to catch the name of the book or the author's name therefore, would you be good enough to let me have this information?

Many thanks for your kindness, I am, Sincerely
M. A. Stelfox.

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

SF-1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

NF830 SYA835

1960 AUG 18 PM 7 58

SY PTA227 NL PD PORT CHESTER NY 18

EDWARD R MURROW, C B S RADIO NETWORK

485 MADISON AVE NYK

CONGRATULATIONS ON THE FORTHRIGHTNESS OF THE BACKGROUND PROGRAM OF AUGUST SEVEN. MAY I SUGGEST THAT YOU HAVE ONE OR MORE CONVERSATIONS WITH HOWARD SCOTT, DIRECTORIN CHIEF OF TECHNOCRACY INCORPORATED RUSHLAND, PA? I GUARANTEE THAT THEY WOULD SHARPEN YOUR ALREADY EXCELLENT INSIGHT

HARRY E IRVINE 100 LEICESTER ST PORT CHESTER NY.

Dear. Los Angeles - Calif
Aug. 15th 1960

Edwar R. Murrow please

Will you kindly send me a copy of your 12:00 (Noon) news Radio Broadcast K.N.X. yesterday Aug. 14th - I am especially interested in the broadcast from Bonn Broadcast concerning Mac Millan and Adenauer's last meeting in Germany

I listen to all your Broadcasts, very glad you have returned to Radio and T.V. If "Person to Person" will again be given by you. Thanking you for your copy of yesterday in advance Mrs Ethel Ockberg
345 W. Kingsley Dr. Los Angeles 4

MRS. LEGRAND D. FEELEY
425 DEAN STREET
BROOKLYN 17, NEW YORK

August 12, 1960

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Sir:

After following your enlightening and informative programs with constant anticipation and complete satisfaction for many years it was gratifying to have you return to a regular Sunday program on CBS Radio.

Your reiteration of the thought that responsibilities were not stressed in the Democratic platform was a point well taken, to my way of thinking. We are all far too prone to think in terms of "rights" and let "Joe"

MRS. LEGRAND D. FEELEY
425 DEAN STREET
BROOKLYN 17, NEW YORK

take the responsibilities.

This is to inquire if a copy of your broadcast via radio of Sunday August 7, 1960 is in printed form for distribution. If so, what is the price of such a leaflet? If such is available I shall be glad to forward my check at once upon receipt of information as to the cost. There were a number of points in this broadcast which I should like to review, and as always, I am impressed by your analyses.

Most cordial good wishes.

Very truly yours
Anna P. Feeley
(Mrs. Legrand D.)

August 12, 1960

Dear Mr. Forsberg:

Thank you for your letter of August 8th requesting a copy of BACKGROUND.

Your kind comment is appreciated.

Attached is your check for $1.00 that you enclosed. There is no charge for the script.

Thank you.

Sincerely,

Mary Cecchini

Mr. Carl L. Forsberg
607 Marquette Avenue
Minneapolis 2, Minnesota

Enc.

C. L. FORSBERG COMPANY
INSURANCE - GENERAL AGENTS
607 MARQUETTE AVENUE - NO. 614
MINNEAPOLIS 2, MINNESOTA
TELEPHONE FEDERAL 3-4381

August 8, 1960

8/7
"B"

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
New York, N. Y.

Dear Mr. Murrow:

I had the pleasure of listening to your program Sunday evening on the radio and if possible I would appreciate very much receiving a copy.

I am strongly of the opinion that somebody better wake up the American public and I think your talk was dynamic.

If the attached is insufficient, kindly advise.

Sincerely,

C. L. Forsberg

Carl L. Forsberg

CLF:c
Encl.

Sent + returned $1.00 Check.

St. Paul's Church

FAIRMOUNT AT COVENTRY, CLEVELAND 6, OHIO

August 11, 1960

Gentlemen:

Would it be possible to have very soon a copy of Edward R. Murrow's excellent talk on your program "BACKGROUND" Sunday, August 7.

This is one of the finest things I have heard on the issues facing the candidates, and I imagine that you have been deluged with requests. I thoroughly disagree with Time Magazine's review of the coverage of the Democratic Convention and constantly feel grateful for Ed Murrow as he is a person of rare perception.

Sincerely,

John L. O'Hear

John L. O'Hear
Rector

Sent.

CBS
485 Madison Avenue
New York, N. Y.

Holly wood Calif
Aug 8 - 1960

Mr. Edward R. Murrow
% C.B.S.
KNX Radio

Sent.

Dear Mr. Murrow:

Welcome back to the radio - It was of great interest to hear your fine talk on KNX yesterday - and we know every thing you said was the truth. How we wish everybody could have heard that talk.

Would it be possible to have a copy of it - that we could pass along?

As so few people seem to realize what moral condition

2

really are. - Thank you for your sincerity, honesty - and courage - Something we need badly today - as this world of chaos.

This does not call for a reply we just did want you to know what hearing - you meant to us - Like a fresh clean breeze blowing away the smog - we will be listening again next Sunday.

Sincerely
B. M. Mauzy
P.O. Box 1285
Hollywood 28
Calif

6018 - Carlton Way.

Afton Wyoming 7 August 60

Dear Mr Murrow: I am inm my Summer Quarters Afton Wyoming, and get my rario news Via KID Idaho Falls, Ida.

My reason for this note is to compliment you on your " Back Ground" ten AM local time and just now terminated-

I would say that you hit the all time high for radio reporting. Further your declaration " without fear of reprisal" , puts you on my team for always---I too have spoken without fear of reprisal----and perhaps it cost me some advancement BUT ; perhaps I can claim a Higher Power led me out of difficulties even though I hold two combat decorations for sticking my neck on the block-

Yes, I do certainly agree with you on the score of the coming presidential election: are we electing a politician who can garner the most votes, or are we electing a testical bearing American with brains and ability to keep this fair land of ours from going the way of Rome-Spain and perhaps Britain--

A priest and traveling companion expalained the Five Stages of

the Rise and Fall of Empires---
Stage Four was the most critical and came before the disasterous Fifth ----the End--
My fellow traveler pointed out that the Romans in their Fourth Stage: had expanded their full domain and had grade A men(The Legionaires) places on the perimiters North, South, East and to the West-Concurrently at home home the deviates, the crafty, the self serving moved in. Naturally and as the men on the perimiter were cut down by small but persistent chunks---the At Home Boys increased percent wise, voted themselves into lush jobs interpreted the law to suit themselves--
Question Mr End Man???? Do you see any candidates on the horizon bearing plackards marked "4" -----
As the song goes " That will be the Day" ------

I chose this piece of note paper because it carries the statueerected to Brigham---excuse me--Maroni. It does represent a section of hard hitting Americans ---which is whatvIm talking about and of course discounting their way of religious worship--

Returning to the purpose of the note Im sending you I do hope that in your future talks you will again point up the times we live in and that election time is not another carnival---this time is the most serious phase of our national life---

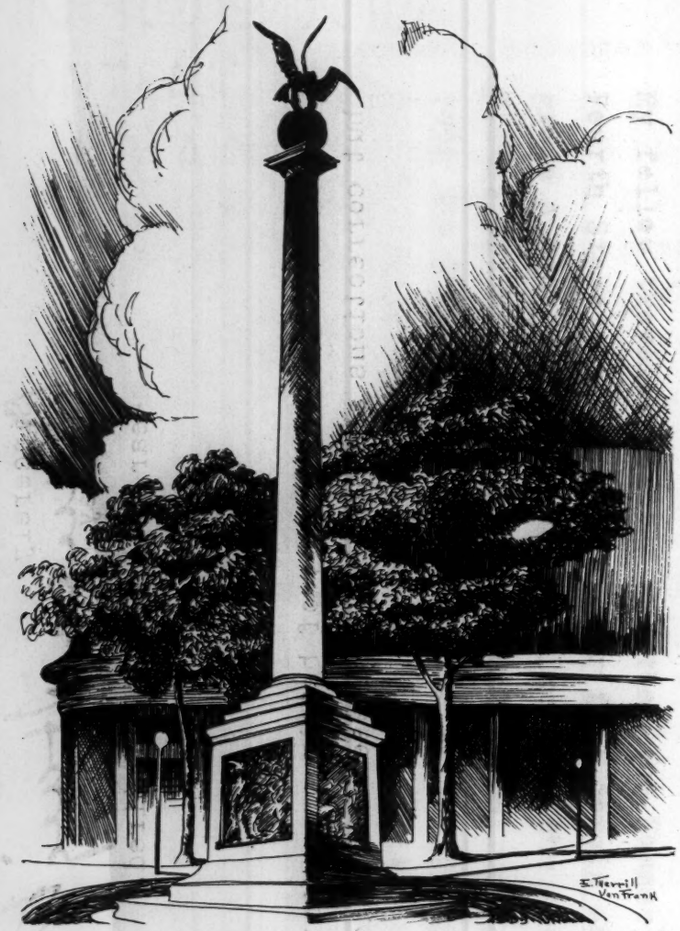
I commend you on your fearless reporting

Sincerely

Stanley Haight

Stanley Haight
Rear Admiral, USN, Retired.

Typing and spelling worthy of better presentation but corrections are smudgy----please accept As Is.



SEAGULL MONUMENT BY MAHONRI YOUNG SALT LAKE CITY

14405 Cerise Avenue,
Hawthorne, California.
August 7, 1960.

Mr. Sutton,
Acting-Gen'l. Mgr.;
c/o CBS. I. Radio
Hollywood 28, Cal'.

Dear Mr. Sutton:

I have just finished listening to a broadcast presented by Mr. Murrow (dated 8-7-60).

It is my opinion the show commentary, in relation to our domestic and international affairs, is the most truthful and unbiased report I have ever heard, either on radio or television.

I think Mr. Murrow is to be highly commended for his great display of courage in presenting the true facts to the American people. Surely, if the latter procedure had been adopted several years ago, I doubt if our great Nation would now be faced with the horrible prospect of annihilation due to the threatening clouds of war collecting all around the Globe.

Sent

Would you please let me know if it would be possible to secure a copy of Mr. Murrow's speech. I would very much like to have it mimeographed for distribution to my friends and neighbors who might not have been listening to their radios at this particular time of day. (I'm enclosing a self-addressed envelope for your convenience put in case you may be in a position to grant this great favor of mine.)

Thanking you, I remain

Sincerely

(Mrs.) J. Watson.

2014 S.E. Spruce
Portland 14, Oregon
August 7, 1960

Mr. Edward R. Murrow
CBS News
New York, N.Y.

8/7

Dear Mr. Murrow:

Thank you for the honest, thoughtful, and eloquent "background" just heard a few minutes ago on ~~CBS Radio~~.

Your words are heartening, not because of optimistic or euphemistic content, but because of the assurance they bring that these very communications from an independent and courageous mind are still not beyond the reach of our dial-turning hand.

I enclose self-addressed envelope, in case a copy of this broadcast is available.

Sent

Sincerely yours,
Helen I. Schley

Sent

Mrs. George Seibel
19 Clinton Avenue
Lynbrook, New York

August 13, 1960

Dear Mr Murrow:

Your program, Background, of last Sunday, August 7th, was the best thing I have heard in a long time. For deep understanding of the world problems + deep sincerity nothing could compare with it.

All the speeches at the recent conventions + Walter Lippmans recent interviews cannot compare with your words.

I do wish the program could be published so that all those who missed it could read it + I myself should like to read it over + over again. How my late husband would have enjoyed hearing you! (He died two years ago.) I am 86 years old + am still intensely interested in what goes on in the

world & what we are doing about it, even though I may not live to see the results. I am thinking of those who come after us!

Most sincerely yours

Helen Seibel

Greg 1st

Mr. Ed Murrow
Broadcasting Station C.B.S.
New York City
N. Y.

Sent 7/31 B

Dear Mr. Murrow;

Your broadcast Sunday evening July 31 was most interesting especially the report included of a study of China and its activities in South America.

I was not able to get the name of the author of the report that was read.

Our International Relations Study Group at our College Women's Club in Berkeley is working on that problem and we would very much like to have a copy of that report to use.

Thanking you
Sincerely
Alice Evans

2610 Russell St.
Berkeley 5 Calif.

Sold my home and moved into an apartment

Mrs. Josephine Albright
~~703 Harding Avenue~~, San Fernando, California

July 31 - 1960

7/31
B

31970 Brand Blvd Apt D

Dear Mr. Murrow:

It is wonderful having you back again on "Background". You were gone a long time. Of course we had "Small World" and loved every program. But it is nice to have you back on Radio too.

You and Walter and the other CBS boys did a fine job on the Conventions.

It was tragic that Adlai Stevenson did not receive the nomination - but maybe he can be Secretary of State if Kennedy is elected. Mr K. says his views and opinions will be his own. If so this would be a good start to show us he means what he says.

Winston Burdette gave a fine report from the Congo last Sunday. Thank you Mr Murrow for very fine programs

Sincerely
Josephine Albright

MRS. HARRY R. KIMBARK
SCUDDER LANE
BARNSTABLE, MASS.

Sent.
July 18, 60

C.B.S.
Boston - Mass.

Dear Sirs:-

Last night at 10:15 I listened as usual to "BACKGROUND" Edw. R. MURROW - and I have never heard a more wonderful resumé of the character + qualifications + implications of recent Democratic candidates -

If it is possible I would

greatly cherish a copy (printed) of what he said in closing the program last night.

SUN - JULY 17th at 10:15 D.S.L.P.M.

I would like to make copies of it for many I know - who might not have heard the broadcast. If possible send me at least one copy. I would be so happy.

Sincerely

Sabert P. Kimball

New CBS News Series Set For Murrow Return

Edward R. Murrow, currently in Tokyo, will return to CBS News Headquarters in New York in June. Among his new assignments will be a weekly 25-minute CBS News series, "Background," to be presented Sundays at 12:05 p.m., beginning July 3 on the radio network.

"Background" will analyze

(Continued on Page 8)

RADIO-TV DAILY
APRIL 7, 1960

N.Y. Times April 9

Murrow Returns in July

Edward R. Murrow will have a twenty-five minute Sunday news show on Columbia Broadcasting System radio starting July 3, after his return from a year's leave.

The program, "Background," will analyze news of the week with Mr. Murrow and other C. B. S. newsmen. Mr Murrow will also have a major role in "C B. S. Reports" on TV.

*

New CBS News Series Set For Murrow Return

(Continued from Page 1)

major domestic and foreign news developments of the week in terms of reasons, possible consequences, and position within the broad picture of current events.

Conference-Call Technique

Participating with Murrow will be various CBS News correspondents reporting from Washington and from posts abroad. Where appropriate, the conference-call technique will be used, with Murrow and his colleagues engaging in back-and-forth discussion.

APRIL 7, 1960 86

DAILY NEWS, THURSDAY, APRIL 7, 1960

News Around the Dials

Murrow Gets Radio Spot

By MATT MESSINA

Despite his public differences with CBS boss **Frank Stanton, Ed Murrow** seems to be headed for a full work schedule when he returns to the network from his "sabbatical" in June. It was announced yesterday that, in addition to planned TV work, Murrow will also be back on CBS-Radio starting in July.

He will take part in "Background," a weekly 25-minute news analysis period to be heard Sunday afternoons at 12:05 P.M. starting July 3. Network correspondents stationed around the world will also be heard on the programs.

Murrow will also participate in the CBS coverage of the political conventions and in an expanded "CBS Reports" TV series next fall.

* * *

Jimmy Durante

Ed Murrow

On The Air

By BOB WILLIAMS

work with Jimmy Durante on NBC radio back in the 40s, signed the Schnoz for a reunion performance on his CBS show. No date set yet . . . Edward R. Murrow, who'll end his hard-working year-long "sabbatical" from CBS come July, is already set for a weekly network radio chore. The network said he'd be "featured" in a 25-minute Sunday program titled "Background," which will "analyze" domestic and foreign news developments.

January 26, 1961

Dear Marv:

The enclosed advertisement appeared in last Sunday's Times. I cannot help wondering whether your remark served as a stimulus. It was mentioned in many of the 300 letters we received. In any case, the suggestion was admirable.

Thank you for the excellent piece on the agricultural program.

All best wishes,

Sincerely,

Ed Bliss

Mr. Marvin Kalb
CBS News - Moscow Bureau
c/o American Embassy
Hotel Metropole,
Moscow, U.S.S.R.

January 17, 1960

Dear Ed:

You may be interested to learn there was a respectable amount of good audience reaction to Sunday's BACKGROUND piece.

Your thoughts were a fine contribution, and Ed Murrow and I were glad to have you aboard.

Thanks, too, for your letter. About my first name - Around here, I've been answering to "Bliss" for years, so your salutation was certainly in order.

Best regards,

Sincerely,

Ed Bliss

Mr. Ed. Gress
CBS NEWS
31 Avenida de America
Madrid (2), Spain

January 13, 1961

Mr. Bliss
CBS News
485 Madison Avenue
New York, New York

Dear Mr. Bliss:

Please forgive my not knowing your first name. I know of you only by reputation (no idle flattery) but I do not recall seeing your first name.

It was extremely thoughtful of you to send me the cable confirming use of my tape. Since I am unaccustomed to such courtesies the surprise was a most pleasant one, indeed.

I am indebted to you, not the other way around. As a boy going through high-school and college during the war days, I got my A's in History by listening to Mr. Murrow and Paul White's brilliant news staff. Perhaps a few of my teachers will be listening.

Cordially,
Ed
Ed Gress

31 Avenida de America
MADRID (2)

3713 Lyons Lane
Alexandria, Virginia
January 15, 1961

The Honorable James P. Mitchell
Secretary of Labor
Washington 25, D.C.

Dear Secretary Mitchell:

Before you leave office as Secretary of Labor, I wish to congratulate you for your long fight on behalf of the migrant workers in the face of continuing opposition and frustration. For a number of years, I have been greatly troubled by the terrible conditions under which these migrants work and live.

I have been particularly disappointed to see that you have been unable to bring about even some rudimentary improvements in the plight of these people, due to a large extent, to the strong opposition of the Department of Agriculture.

The recent CBS program " Harvest of Shame" certainly did a masterful job of bringing the tragic situation of the migrant workers to the public's attention. In your statement that evening, you said that you planned to continue your efforts on behalf of the migrant laborers after leaving the Department of Labor. I would like to do something constructive in this field and would appreciate it if you would send me the names of any organizations which are making a continuous and significant effort on behalf of migrant workers which I might support.

My best wishes to you in the future.

Sincerely yours,

(Mrs. George) Isabelle P. Weber

cc. CBS Belated Congratulations on an excellent program

TV MAILBAG: NEWS AND DISASTERS

To the Radio-Television Editor:

IN reviewing the two "annual seminars" by news correspondents of the National Broadcasting Company and the Columbia Broadcasting System, Jack Gould showed a decided preference for N. B. C. I could not differ more. Our living room was filled with professional people on both occasions and they, too, had the opposite reaction." * * *

ESTHER SCHATTMAN.
New York.

OPPOSITION

To the Radio-Television Editor:

I am greatly respectful of and in agreement with Jack Gould's comments on television programs, but in the instance of his column on the comparative merits of the N. B. C. and C. B. S. yearly news roundups, I feel I must put on record a rather strong opposition report—concurred in by a considerable number of my friends. * * * It was the consensus of the group that the fancy production accorded by the N. B. C. presentation, and the fact that most of the men read from what seemed to be prepared scripts, reduced the effectiveness of that presentation many times by comparison with the spontaneity of the C. B. S. effort. * * *.

SIDNEY N. BERRY.
New York.

DISAGREEMENT

To the Radio-Television Editor:

* * * I think the C. B. S. correspondents handled themselves better; they were more concise and to the point.

DAN HARRISON.
New York.

COMPLIMENT

To the Radio-Television Editor:

I feel compelled to write and to compliment Jack Gould on his article regarding the shameful, unkind and distasteful interviews with those bereaved by disaster. * * * Surely the TV viewer does not need this morbid satisfaction. * * *

A. NELSON BUSHNELL JR.
Merion Station, Pa.

GRATEFUL

To the Radio-Television Editor:

I am sure every family of the victims of the recent aircraft tragedies would want to thank Jack Gould for his article. I can only express a fervent hope that those for whom the piece was intended will give some thought to his poignant wish.

MRS. BERNICE DIAMOND.
New York.

BRAVO

To the Radio-Television Editor:

I say bravo to Jack Gould's excellent article of Dec. 25 on the coverage of the New York air disaster. It's about time the news program producers of TV understood the nature and effect of their medium. If they did, they would have treated the personal aspects of the disaster with proper discretion.

LAWRENCE A. RESNICK.
Dover, N. J.

APPROVAL

To the Radio-Television Editor:

I wish to congratulate Jack Gould on the piece about the coverage of the recent airplane accident. * * * I'm very glad he didn't let this pass unnoticed.

ALFRED A. KNOPF.
New York.

LIVE

To the Radio-Television Editor:

The advertisement for "The United States Steel Hour's" production of "Operation Northstar" reports that the program was "produced 'live' from New York . . ." At the conclusion of the show the announcer said: "The previous program was pre-recorded."

Was the closing announcement incorrect? Or does the ad represent a new use of the word "live," developed by C. B. S.?

LEO TARPEY.
New York.

DISMAYED

To the Radio-Television Editor:

I was dismayed at your television critic's reference to Leonard Bernstein's bodily "histrionics" in the review appearing on Jan. 2. * * * It was my understanding that a conductor, like a composer or instrumentalist, is judged on acoustic merits alone. * * *

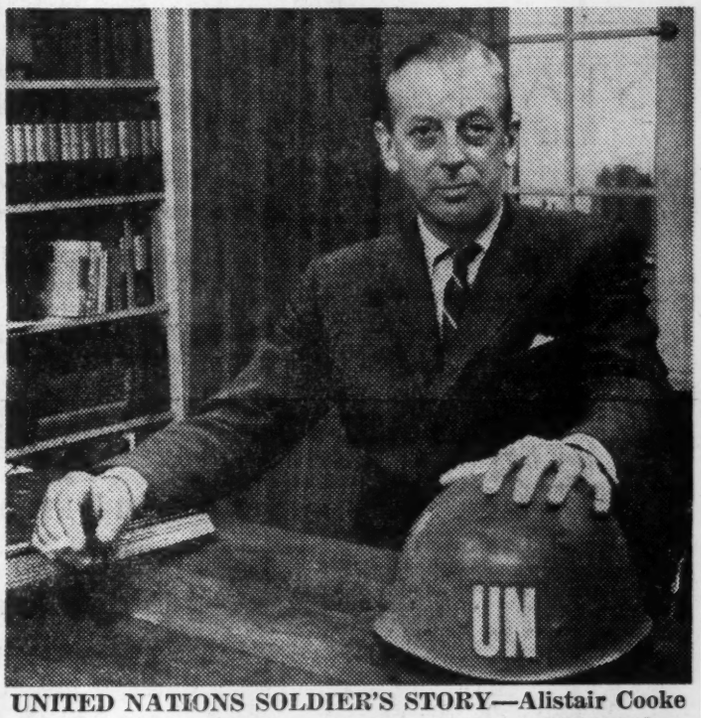
LILIAN GRUNEWALD.
New York.

PLEASED

To the Radio-Television Editor:

We were so amused with the description of Mr. Bernstein's "calisthenics." Mr. Gould is so right. I thought Mr. Bernstein would do a somersault any moment. * * *

JOSEPH I. FRIEDMAN.
New York.



UNITED NATIONS SOLDIER'S STORY—Alistair Cooke will narrate a program over Channel 4 at 1 P. M. today.

THEODORE ROOSEVELT—George Peppard, as the former President, with Ina Balin, on N. B. C. Friday, 9 P. M.

Jan. 8, '61.

Background

CBS NEWS

Office Communication

to: Ed Bliss

from: Ed Murrow

November 14, 1960

For Sunday's BACKGROUND I should like to concentrate on the problems of foreign policy and foreign aid that will confront the new administration. It seems to me the best way to do it would be to ask Kalb, Schoenbrun, Burdett(Africa), Sevareid, Schorr, Kalischer, Kallsen and Searls(South East Asia) to give us a piece on the maximum reasonable expectations of their areas.

I propose if able to write, a short lead indicating the commitments made by Kennedy and then we'll figure out a way to summarize the expectations at the end.

ERM:gw

Nedder Meade
Background

CBS NEWS

Office Communication

to: Mr. Meade

from: Mr. Murrow

September 16, 1960

Thanks for gracious comments about the "Background" piece. I never have ideas about circulation being always concerned about the next piece rather than the last one, but I am grateful for your comments.

ERM:gw

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW

from: Mr. Meade

September 13, 1960

Ed,

Your "Background" piece August 14 was one of the best political essays I have ever seen. I am taking the liberty of sending it to a number of people who, like me, were probably on vacation August 14 and missed the broadcast also. More important, I think we should give this script great circulation, and if you have any suggestions in this regard I'd certainly appreciate having them.

E.R.M.

August 17, 1960

Mr. Winston Burdett
Hotel Stanley
Leopoldville
Republic of Congo

Dear Winston:

You were as good reporting on Lumumba as you are on the Pope. I don't know how you do it but the stuff you have done for BACKGROUND has been magnificent and I am grateful. The program has not produced any great quantity of mail, but the quality is of the kind that yould please you. Hope to see you soon.

As ever yours,

ERM:skh

August 17, 1960

Mr. Peter Kalischer
CBS News
c/o Press Liaison Office
APO 94
Headquarters U.S. Forces, Japan
San Francisco, California

Dear Pete:

There seems to be a longstanding practice around here that noone should ever write a foreign correspondent to say thanks but I must break with precedent to tell you what a fine job you did on Laos last Sunday. Your lead could serve as a model for anybody working in the field of oral journalism. Again, thanks and best regards to your family.

Wade and Virginia Bingham spent the weekend with us at the farm and it was right pleasant to see them again.

As ever yours,

ERM:skh

August 17, 1960

Mr. Daniel Schorr
CBS News
Koblenzer Strasse 270
Bonn

Dear Dan:

Your piece for BACKGROUND last Sunday was a model of what such a piece ought to be. I may be wrong but I get the feeling increasingly that when you fellows abroad get a chance to work for more than a minute and forty-five seconds we get reporting of real distinction. Again, best thanks.

As ever yours,

ERM:skh

CBS NEWS

Office Communication

to: Paula

from: Gaby Wachsner
Ed Bliss' Office

July 19, 1960

Would you please send one copy of the transcripts of the BACKGROUND show now being sent to Ed Bliss to Pete Fischer, 46-6. Many thanks.

Background: Week of Aug. 8 - 12.

Fan Mail Breakdown -

	Mail	Phone Calls
Monday	1	2
Tuesday	3	1
Wednesday	12	6
Thursday	7	2
Friday	2	0
Total	~~18~~ 20 for the week -	+ 11 calls for requests.

Mail		Phones
Monday, 8-15	- 5.	
Tues., 8-16		
Wed., 8-17		
Thurs., 8-18		
Fri., 8-19		

Requests for Aug. 7.

5 +

Requests for Aug. 14

2

CBS NEWS

Office Communication

to: Fan Mail Department

from: Ed Murrow's office

Monday
August 8, 1960

The following is the Fan Mail Summary for BACKGROUND with Edward R. Murrow for week ending, Saturday, August 6th.

Monday	0
Tuesday	1
Wednesday	o
Thursday	2
Friday	2

Total 5

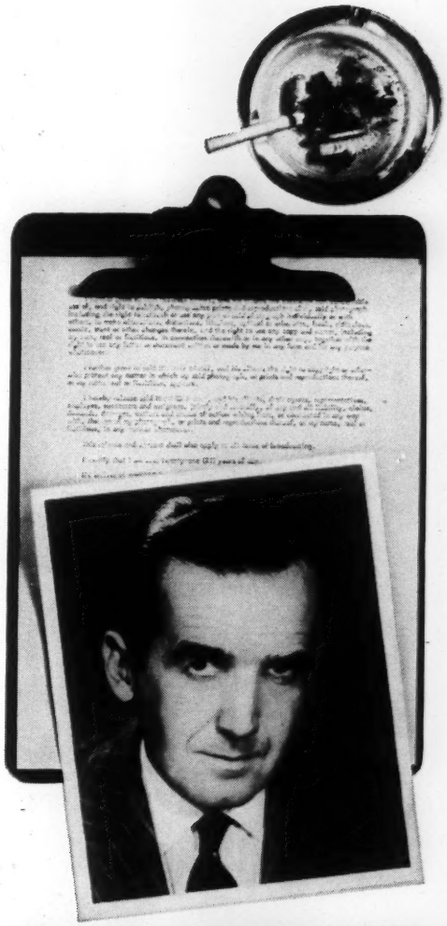
FAN MAIL COUNT FOR BACKGROUND - JULY 17, 1960

Complimentary	5
Scripts	8
General	0
Critical	3
TOTAL	16

FAN MAIL COUNT FOR BACKGROUND - JULY 10, 1960

Complimentary	1
Scripts	2
Comments	0
Critical	0
TOTAL	3

Additional Script Requests - July 3	7



BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

FAN MAIL COUNT FOR BACKGROUND - JULY 3, 1960

Complimentary	22
Scripts	29
Comments	2
Critical	0
TOTAL	53

July 3, 1960

MURROW'S FIRST REPORT AFTER HIS ONE-YEAR SABBATICAL WAS MADE ON THE NEW WEEKLY RADIO PROGRAM "BACKGROUND, WITH EDWARD R. MURROW". THE PROGRAM'S PURPOSE, MURROW SAID, WAS TO PROVIDE BETTER UNDERSTANDING OF WHAT HAPPENED -- WHY IT HAPPENED, HOW IT MIGHT AFFECT THE LISTENER. ON THE PREMIERE BROADCAST, HE REPORTED "A FEW PERSONAL OBSERVATIONS" BASED ON HIS JUST-COMPLETED TRIP AROUND THE WORLD.

This reporter has spent most of the past year looking at his own country from the outside, wandering about the world, and would offer a few personal observations.

Vast areas of the world, including much of Western Europe, would like to contract out of the current power struggle between the United States and the Soviet Union. They reason this way: If these two great giants decide to destroy each other at extreme range, we, too, may perish -- but not earlier than if we tie ourselves to the tail of this rather erratic American kite. Western Europe is relatively prosperous and would like to remain that way, and is unwilling to make major sacrifice in preparing its own defense.

For the time being, the West Europeans have no alternative but to maintain solidarity with the United States. Official statements of agreement and common purpose abound and will continue. But there is discernable, and not far beneath the surface, the desire to become a spectator. Bellicose statements by American generals and admirals may impress the Russians; they certainly depress and at times frighten our allies. We should talk more quietly about

our big stick, which doesn't appear to be as big as it did a few years ago. In the so-called backward or emerging countries, we encounter a special problem. We appear to expect them either to imitate us or to obey. They are going to do neither, and no amount of economic aid will change that. They can't imitate us because ours is to a large extent a society built upon business, and they don't have any businessmen. Moreover, they'renot terribly attracted by consumer goods which rapidly become obsolete. There is here not a competition for men's minds but for their bellies. Or, if you prefer a more elegant word, the competition is in the area of expectancy. Below a certain caloric intake, the words we cherish -- freedom, independence, human dignity, the right of dissent -- are quite simply without meaning. We ought to draw the obvious conclusion from the fact that nations to which we acted as midwife and fairy godmother have decided that our way is not their way. We cannot expect gratitude for our generosity. We should give over the idea that anyone who criticizes our country or its policies is automatically a Communist.

As viewed from the outside we are running a luxury establishment. True, we have given money, but it has come from our hat, not our muscle. We have not sacrificed in order that others might achieve.

There is a widespread suspicion that in our country things are in the saddle and ride mankind, and that we have lost our appetite for change.

We in this country can't be deposed, and we are unlikely to resign, from the position of leadership that has been thrust upon us. Since the late war we have saved Western Europe from going Communist.

We have learned for the first time the irritation that comes from having allies. We have learned that although we are the paymaster for new nations, they will not imitate us. But we have forgotten that we, and not the Russians, hold the patent rights on revolution, forgotten that those who strive to be free deserve our aid and assistance, even though they be not public or proclaimed friends of ours. Our power, our wisdom, our generosity cannot be limited to those who agree in advance that they will slavishly imitate us.

After a year of wandering about the world, this reporter would suggest that on our national birthday we remember that we are only a hundred and eighty-four years old. In the saga of nations, that brings us to the edge of maturity. We are young, but we are not bold. We are troubled about our neighbors on this shrinking planet. We can no longer give the old excuse of our youth for our indecision. My own feeling is that what we do in this country in the field of human freedom, expanding educational opportunities, the right to dissent without being accused of disloyalty, the right of the citizen to question the rightness of his rulers is now being conducted in full light of the mass media. Our best hope of survival, to say nothing of leadership, is that we in this country can demonstrate in action and in terms of our friends and those who are searching for new allegiances that righteousness exalteth a nation.

Our example may be more important than our dollars.

-0-

JUNE 24, 1960

PRESS

WINSTON BURDETT
STANLEY HOTEL
LEOPOLDVILLE

_____ THREE AND HALF MINUTES OUR IMAGE AFRICA NEEDED FOR MURROW PROGRAM BOWING JULY THIRD STOP SUGGEST XXXXXXX AIREXPRESS AND CONFIRM STOP GRATEFULLEST

ED BLISS

Budget 4318

6/23/60

FYI,

Mike Elkins was in today (Thurs) and passed on the following intelligence:

1. According to Israeli security officers, the Eichmann trial will start toward the end of October and run about five months. Doubtful if cameramen will be admitted. If they are, it probably will be on a pool basis. Elikns thought you might want to make some special arrangements.

2. Israel is hampered by the fact that the Bonn government has closed the Gestapo files. Also, Israel chagrined over the 1963 deadline date for the trial of war criminals in Germany.

3. Elkins referred to his conversation with you regarding a possible series (for radio or television) on "ethics of power". Series would feature interviews with Ben Gurion, Nehru, DeGaulle, etc. on the ethics of their governments. Correspondents would report on how these concepts have worked out in practice. (But Elkins has given some material on this, including a taped Ben Gurion interview, to Lowenwarter for possible use on the IN PERSON show!)

eb

Elkins will be back in Israel around September 15th.

CBS NEWS

Office Communication

to: Jack Beck

from: Ed Bliss

June 23, 1960

The new Murrow program BACKGROUND starts on Sunday, July third. Each week, for twenty-five minutes, Ed Murrow and CBS News correspondents will take a deep breath, a long look, and try to bring into focus the one, two or three important stories of the week, those that affect our national interest.

The objective will be to appraise these events, the forces and individuals behind them, and show what is our stake. The ideal is for the listener to be able to say afterward, "So that's what it could mean to me."

We got no monopoly on ideas. We look forward to suggestions from you.

Normally, the deadline for recording for this radio show will be Thursday. Sometimes the pieces will have to be updated; sometimes we'll rebuild from scratch.

As of today, the program is sustaining. This embarrasses me. If lightning strikes, will let you know.

The program goes on the air at 12:05 P.M. each Sunday, New York time.

Cordially,

EB:gw

CBS NEWS

Office Communication

to: Ted Koop

from: Ed Bliss

June 23, 1960

The new Murrow program BACKGROUND starts on Sunday, July third. Each week, for twenty-five minutes, Ed Murrow and CBS News correspondents will take a deep breath, a long look, and try to bring into focus the one, two or three important stories of the week, those that affect our national interest.

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Cordially,

EB:gw

from:
CBS NEWS
485 Madison Avenue, New York 22, N. Y.

April 6, 1960

MURROW TO BE FEATURED ON 'BACKGROUND,'
NEW WEEKLY RADIO NEWS ANALYSIS SERIES

Edward R. Murrow will be featured in a new weekly 25-minute CBS News series, BACKGROUND, to be presented Sundays at 12:05 p.m. EDT, beginning July 3, on the CBS Radio Network, it was announced today by Sig Mickelson, President of CBS News.

BACKGROUND will analyze major domestic and foreign news developments of the week in terms of reasons, possible consequences, and position within the broad picture of current events.

Participating with Murrow will be various CBS News correspondents reporting from Washington and from posts abroad. Where appropriate, the conference-call technique will be used, with Murrow and his colleagues engaging in back-and-forth discussion.

In announcing the new series, Mr. Mickelson said: "This program will give Ed Murrow and our correspondents in all parts of the world an added opportunity to bring their long and varied experience to bear on the increasingly complex issues in national and world affairs."

Mr. Murrow is currently in Tokyo. He returns to CBS News headquarters in New York in June.

In addition to BACKGROUND, Murrow has been assigned to the CBS News team covering the Democratic National Convention in Los Angeles,

(More)

the Republican convention in Chicago, the election campaigns and the election-night returns.

Mr. Murrow, as previously announced, will play a major role in the reporting and production of the CBS REPORTS series, which goes on an expanded schedule in the fall.

* * *

June 14, 1960

Dear Dick,

The new program, BACKGROUND starts Sunday, July third.

The promotion I've seen calls it, "a major innovation in news programs." Actually, it will be old-fashioned radio. Each week, for twenty-five minutes, we'll take a deep breath, a long look, and try to bring into focus the one, two or three important stories of the week; those that affect our national interest.

Our objective will be to appraise these events, the forces and individuals behind them, and show what is our stake. If we succeed, the listener will say afterward, "So that's what it could mean to me." It's a tough assignment, not to recapitulate but give light. We must command some good words.

Normally the deadline for recording will be Thursday. Sometimes the pieces will have to be updated. Occasionally we shall have to scrap everything and do something else. If necessary, we'll do the program live. We might just do it live anyway!

The first show, Dick will have for its subject, "How the United States Looks from the Outside." How, in terms of leadership, do we look to Latin America politically, economically and militarily. Sevareid will be doing the same thing from the point of view of Africa, Schoenbrun for Western Europe, Kalischer for the Far East, Kendrick for Britain. I'll do the Middle East.

We have to keep each piece down to three and a half minutes. It might be a good idea, because of the unreliability of circuits, to prerecord your piece and ship it to us by air. The deadline is Thursday, June thirtieth.

Cables will go out from Bliss each week, explaining what is wanted. When opportunity affords, we shall deal with some things that cause people to laugh or just to wonder. If listeners get to expecting the same thing each week, besides some insight, we'll have flunked. The second show comes the day before the Democratic convention; we might put on the two-time losers, Dewey and Stevenson, and let them talk.

As of today, the program is sustaining. If lightning strikes, will let you know. We hope for an acceptance of about a hundred stations. The program goes on the air at 12:05 P.M. each Sunday, New York time.

One other thing. We don't think we have a monopoly on ideas. We should be grateful to live on the suggestions you guys send us.

I think we'll have fun. We might even do a worthwhile thing.

As ever,

Mr. Richard Kallsen
Havana Hilton Hotel
Havana, Cuba

KKM:gw

June 14, 1960

Dear Pete,

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As ever,

Mr. Peter Kalischer
CBS News
Foreign Correspondents Club
Marunouchi
Tokyo, Japan

EHM:gw

June 14, 1960

Dear Herb,

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As ever,

Mr. Herbert M. Clark
Juncal 776-7°
Buenos Aires
Argentina

June 14, 1960

Dear John,

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As ever,

Mr. John Trattner
11 rue de la Cite
Geneva, Switzerland

June 14, 1960

Dear Peter,

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As ever,

Mr. Peter Stursberg
1881 Broadmoor Avenue
Ottawa, Canada

June 14, 1960

Dear Ed,

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As ever,

Mr. Edmond Gress
31 Avenida de America
Madrid, Spain

June 13, 1960

Dear Guy,

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As ever,

Mr. Guy Searls
84 Wing Fat Street
Apt. 15 B
Hong Kong, B.C.C.

June 13, 1960

Dear Lou,

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As ever,

Mr. Lou Cioffi
CBS News
33 Champs Elysees
Paris 8e, France

June 13, 1960

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As of today, the program is sustaining. If lightning strikes, will let you know. We hope for an acceptance of about a hundred stations. The program goes on the air at 12:05 P.M. each Sunday, New York time.

One other thing. We don't think we have a monopoly on ideas. We should be grateful to live on the suggestions you guys send us.

I think we'll have fun. We might even do a worthwhile thing.

As ever,

Mr. John Low
c/o PIO
Jerusalem, Israel

June 13, 1960

Dear Russ,

The new program, BACKGROUND, starts Sunday, July third.

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As ever,

Mr. Russell Jones
St. Georges Hotel
Beirut, Lebanon

June 13, 1960

Dear Wilfred,

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As ever,

Mr. Wilfred Fleisher
18 Sturegatan
Stockholm, Sweden

June 13, 1960

Dear Art,

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As ever,

Mr. Arthur Bonner
3/15 I.E.N.S. Building
Old Mill Road
New Delhi 1, India

June 13, 1960

Dear Winston,

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As ever,

Mr. Winston Burdett
CBS News
Piazza Grazioli No. 5
Rome, Italy

June 13, 1960

Dear Dan,

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As ever,

Mr. Daniel Schorr
CBS News
Koblenzer Strasse 270
Bonn, Germany

June 13, 1960

Dear Frank,

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As ever,

Mr. Frank Kearns
Badrowi Building, Flat 44
8 Sharia Salah Ayoub
Zamalek
Cairo
U.A.R.

June 13, 1960

Dear Marv,

The new program, BACKGROUND, starts Sunday, July third.

The promotion I've seen calls it "a major innovation in news programs." Actually, it will be old-fashioned radio. Each week, for twenty-five minutes, we'll take a deep breath, a long look, and try to bring into focus one, two or three important stories of the week - those that affect our national interest.'

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As ever,

Mr. Marvin Kalb
Hotel Metropole
Moscow

June 13, 1960

Dear Alex,

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The first show, Alex, will have for its subject, "How the United States Looks from the Outside." How, in terms of leadership, do we look to Britain politically, economically, and militarily. Eric will be doing the same thing from the point of view of Africa, Schoenbrun for Western Europe, Kallsen for Latin America, Kalischer for the Far East. I'll do the Middle East.

We have to keep each piece down to three and a half minutes. Come up when ready. The deadline is Thursday, June thirtieth.

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I think we'll have fun. We might even do a worthwhile thing.

As ever,

Mr. Alexander Kendrick
Columbia Broadcasting System, Inc.
26 Hallam Street
London, W. 1, England

EKM:gw

June 13, 1960

Dear Eric,

The new program, BACKGROUND starts Sunday, July third.

The promotion I've seen calls it, "a major innovation in news programs." Actually, it will be old-fashioned radio. Each week, for twenty-five minutes, we'll take a deep breath, a long look, and try to bring into focus the one, two or three important stories of the week; those that affect our national interest.

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The first show, Eric, will have for its subject, "How the United States Looks from the Outside." How, in terms of leadership, do we look to Africa politically, economically, and militarily. Alex will be doing the same thing from the point of view of Britain, Schoenbrun for Western Europe, Kallsen for Latin America, Kalischer for the Far East. I'll do the Middle East.

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As ever,

Mr. Eric Sevareid
Columbia Broadcasting System, Inc.
26 Hallam Street
London W. 1, England

EBM:gw

Marvin Kalb
Hotel Metropole
Moscow

Frank Kearns
Badrowi Building, Flat 44
8 Sharia Salah Ayoub
Zamalek, Cairo, U.A.R.

Alexander Kendrick
Columbia Broadcasting System, Inc.
26 Hallam Street
London, W. 1, England

Eric Sevareid
Columbia Broadcasting System, Inc.
26 Hallam Street
London, W. 1, England

David Schoenbrun
CBS News
33 Champs Elysees
Paris 8e, France

Lou Cioffi
CBS News
33 Champs Elysees
Paris 8e, France

Daniel Schorr
CBS News
Koblenzer Strasse 270
Bonn, Germany

Winston Burdett
CBS News
Piazza Grazioli No. 5
Rome, Italy

Arthur Bonner
3/15 I.E.N.S. Building
Old Mill Road
New Delhi 1, India

Guy Searls
84 Wing Fat Street
Apt. 15B
Hong Kong, China

Wing

Wilfred Fleisher
18 Sturegatan
Stockholm, Sweden

Russell Jones
St. Georges Hotel
Beirut, Lebanon

Richard Kallsen
Havana Hilton Hotel
Havana, Cuba

John Low
c/o RIO
Jerusalem, Israel

Edward Gress
31 Avenida de America
Madrid, Spain

Peter Stursberg
1881 Broadmoor Ave.
Ottawa, Canada

John Trattner
11 Rue de la Cite
Geneva

Herbert M. Clark
Juncal 776-7°
Buenoa Aires, Aggentina

Peter Kalischer
CBS News
Foreign Correspondents Club
Marunouchi
Tokyo, Japan

* These are stringers.
E.B.

B A C K G R O U N D

Alexander Kendrick	Britain
Eric Sevareid	Africa
David Schoenbrun	Western Europe
Richard Kallsen	Latin America
Peter Kalischer	Far East
Edward R. Murrow	Middle East

EDWARD R. MURROW - "BACKGROUND"

Friday, April 1, 1960

MURROW: This is Ed Murrow in Tokyo. Maybe it would be easier to tell you what "BACKGROUND" won't be than what it will be. It won't be a hurried capsuled review of the news of the preceding week. It won't be a rehash of what the listener has heard or read. And it won't be quotations from foreign papers or foreign office statements. What we shall try to make it is this: a reasoned, rather leisurely analysis of the one, two or three news stories of the week, those that affect our national interest; what forces and individuals produced the event and what consequences may reasonably be expected to flow from it; how will it affect us; what is our stake; how does our policy look from the outside.

The volume and variety of news is so vast, that much of it probably flows off the listener like water off a frog's face. News seldom happens in isolation. In our country, there is hardly a major story that can be called domestic. Each one has its impact abroad. Each one affects our image abroad. We shall try to use the speed and flexibility of radio to integrate the news, to demonstrate the relationship between events that may be separated by oceans and continents. Our objective will be to leave the listener with a better understanding of what happened, why it happened, and how that development may affect him. The effort to reduce world events to terms and language that will cause the average American to say, "So that's what it could mean to me," is a tough assignment. But that's what we're going to try. At times we will, I hope, have the curiosity to look at things that we dread to see. But don't get the idea that this will be solemn, heavy-handed juggling of hemispheres. When opportunity affords, we shall deal with some of the things that cause people to laugh or just to wonder.

Most of the talking will be done by our own correspondents, abroad and at home. They're all old hands at the

business. And I can tell you that those I have talked to about this report, are more than eager to get started. After all, a whole lot of the issues today - big ones and little ones - can't be reduced to pictures. We shall try to reduce them to meaningful language -- and if I may borrow a word from the television boys, "get them in focus."

Our objective will be very simple. We shall not be in the business of soothing or frightening, of agitating or denouncing. We shall merely strive to send the listener away, at the end of 25-minutes, with the feeling that he understands a little better what has happened and what it may mean to him and to his country.

This report won't be slick or sensational. But it will be solid. To quote an old Burmese proverb: When some one says he's going to serve an entire elephant for dinner, we shall inquire into the size of the pot."

Good night. And Good Luck.

Background

Sunday, February 5, 1961

Participatants:

Charles Collingwood - New York

Bill Downs - Washington

Richard Kallsen - Paris

Frank Kearns - New York

Daniel Schorr - Bonn

Background

Sunday, January 22, 1961

Participating, besides Murrow:

Alexander Kendrick - London

Marvin Kalb - Moscow

Arthur Bonner - Laos (Vientiane)

Background

Sunday, January 8, 1961

Participating, besides Murrow:

Eric Sevareid, London

George Herman, Washington

Bill Downs, Washington

Background

Sunday, December 18, 1960

Participating besides Murrow:

Richard C. Hottelet, United Nations

Daniel Schorr, Bonn

Guy Searls, Hong Kong

Alexander Kendrick, London

Lou Cioffi, Paris

David Schoenbrun, Paris

Background

Sunday, December 4, 1960

Participating:

Richard C. Hottelet, United Nations

Marvin Kalb, Moscow

Alexander Kendrick, London

Edward R. Murrow, New York

Background

Sunday, Nov. 27, 1960

Participating besides Murrow....

Dan Schorr

George Herman

Dick Kallsen

Participants on Background program of Sunday, Nov. 13, 1960....

Blair Clark

Daniel Schorr

Alexander Kendrick

George Herman

Murrow did not participate, due to illness >

eb

BACKGROUND

Sunday, Nov. 6, 1960

George Herman substituted for Murrow, who was ill.

Others participating were:

David Schoenbrun

Marvin Kalb

Bob Pierpoint

Paul Niven

BACKGROUND

Sunday, Oct. 30, 1960

Participating besides Murrow:

~~David Schoenbrun~~

Lou Cioffi

Richard C. Hottelet

BACKGROUND

Sunday, October 16, 1960

Participating besides Murrow were:

Arthur Bonner

Guy Searls

Daniel Schorr (interviewing Nehru)

BACKGROUND

Sunday, Oct. 9, 1960

Besides Murrow, participating were:

Richard C. Hottelet

Marvin Kalb

Daniel Schorr

Alex Kendrick

Paul Niven

Charles von Fremd

BACKGROUND

Sunday, Oct. 2, 1960

Participating besides Murrow -

Daniel Schorr

Marvin Kalb

Richard C. Hottelet

BACKGROUND

Sunday, Sept. 25, 1960

Besides Murrow

Richard C. Hottelet

Richard Kallsen

Marvin Kalb

Daniel Scherr

Sunday, Sept. 11, 1960

Hottelet

Kalb

Schoenbrun, interviewed by Murrow

Sunday, Sept. 18, 1960

Murrow and seven members of Assembly of Captive European Nations, interviewed in Washington

Background

Sept. 4, 1960

Participating, besides Murrow,

Winston Burdett in Brazzaville

Daniel Schorr in Berlin

Guy Searls in Hong Kong

Background

Sunday, August 28, 1960

Only participant, besides Murrow, was Richard Kallsen in Costa Rica (San Jose).

Background

Sunday, Aug. 21, 1960

Besides Murrow

Marvin Kalb in Moscow

Alex Kendrick in Rome

Wells Church in Washington

BACKGROUND

Sunday, Aug. 14, 1960

Winston Burdett - Brazzaville

Daniel Scherr - Bonn

Peter Kalischer - Tokyo

Guy Searls - Hong Kong

Murrow - New York

BACKGROUND

Sunday, August 7, 1960

Besides Murrow

Wells Church

Richard Kellsen

BACKGROUND

Sunday, July 31, 1960

Besides Murrow

Blair Clark

Alexander Kendrick

Guy Searls

Marvin Kalb

BACKGROUND

Sunday, July 24, 1960

Besides Murrow

Winston Burdett

Richard C. Hottelet

BACKGROUND

Sunday, July 17, 1960

Besides Murrow

Wells Church

Eric Sevareid

Marvin Kalb

Bill Downs

BACKGROUND

Sunday, July 10, 1960

Besides Murrow

Alexander Kendrick

Nancy Hanschman

Paul Niven

Bill Downs

Blair Clark

Background

Sunday, July 3, 1960

Besides Murrow

Alex Kendrick in London

David Scheenbrun in Paris

Peter Kalischer in Tokyo

Winston Burdett in Leopoldville

Richard Kallsen in Havana

--bliss

BACKGROUND

Sunday, January 1, 1960

Edward R. Murrow

Winston Burdett

Peter Kalischer

Alexander Kendrick

Marvin Kalb

David Schoenbrun

Richard C. Hottelet

Howard K. Smith

Daniel Schorr

Program was substantially a rebroadcast of "Years of Crisis", aired on CBS-TV. All correspondents were in New York.

eb

Background

RCA POSN 22

436 1NY CBSRADIO

RC2/CR

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STOCKHOLM 57/56 28 1430 =

PRESS

COLUMRAD NEWYORK =

FORM 910110

28 140 PROMURROW BACKGROUNDER STOP SWEDES RESENT EISENHOWER CRITICISM WELFARE STATE STOP LATEST BOOK SOCIAL SWEDEN MY OWN QUOTE SWEDEN WELFARE STATE UNQUOTE PUBLISHED BY JOHN DAY NEWYORK WHEREIN CONCLUDE PAGE 241 QUOTE INITIATIVE BLUNTED DUE TO WELLBEING WHICH ELIMINATES COMPETITIVE URGE UNQUOTE REFER MY MAILER JULY SECOND ADDRESSED IKE KLEINERMAN TWENTIETH CENTURY

FLEISHER

SENT NO2 1022A EDT CR

436 1NY CBSRADIO

RCA COMMUNICATIONS, INC.

The Swedish Welfare State:
"from Womb to Tomb":

By Wilfrid Fleisher

In 1952 the Swedish Social Democratic Party produced a propaganda film for its election campaign entitled: "The Way goes further". This was an extremely apt title. Since then the welfare program has gone much further and two major reforms have taken place:

(1) Compulsory health insurance (socialized medicine) has come into effect since Jan.1, 1956. Under this reform, every Swedish citizen receives free hospitalization and a refund of three quarters of his medical expenses, according to a fixed scale of payment. These benefits are also extended to some foreigners, including British residents or visitors in Sweden, under the terms of a reciprocal "welfare" treaty between Sweden and Britain.

(2) a Compulsory old-age pension which came into effect from January 1, 1960, and which will eventually grant a retirement allowance to every Swedish citizen reaching the age of 65 or 67 (optional) equivalent to an average of his earnings during his fifteen most gainful years. There is a ceiling of $ 6,000 a year on this pension.

The socialized medicine was the result of a struggle for upwards of twenty years. It was at first violently opposed by the medical profession but the political pressure eventually

became irresistible. It was approached, all around, with a great deal of hesitation, but it is now evident that socialized medicine has come to stay in Sweden and that any changes in the future can only be in the direction of more socialization and regimentation in the medical field.

The Social Democratic Party, in power almost uninterruptedly ~~in power~~ for the past 28 years, has not had any definite plan or creed, but has moved forward step by step in the development of its welfare program -- and in recent years by strides -- according to circumstance. As soon as socialized medicine became an accomplished fact, it evolved the national pension plan. And now with the pension plan in effect, the Party announced that one of its next objectives is "equal pay for women for equal work done". This idea has been adopted by the Party as a recommendation with the thought that it will become effective within five years.

The Social Democratic Party has not had an easy time with its reforms. They are the result of a very persistent policy, a weak opposition with a lack of leadership, and a compliant and easily regimented people. In some cases -- as in the case of the old age pension -- they have been the result of shrewd political maneuvring. The pension plan was submitted to a plebiscite in which it obtained less than a majority endorsement from the electorate; it was defeated in the Lower House of parliament which the government dissolved. In the ensuing election for a new Lower House, the government tied the

opposition in the number of seats. It was enabled only to push the pension plan through parliament by virtue of the desertion of one opposition party member: Tore Koningson (a Liberal) who voted with the Social Democrats. This action was unprecedented in Swedish parliamentary history where members have always traditionally voted the party ticket on major issues. It lost Mr.Koningson a place on the Liberal roll in the forthcoming election: September 1960, and therefore his place in parliament and his political future. Koningson claimed he was motivated by his conscience and noone has ever suggested there might have any other motive.

The social benefits in the Swedish Welfare State extend literally from "Womb to tomb", from pre-natal care for expectant mothers, to a free burial in the end, if required. they provide a degree of security unmatched in any other country of the world. Briefly; they may be summarized as follows:

Pre-natal care for expectant mothers; an allowance for a child at birth; an annual child subsidy until the child reaches the age of 16; free school; free school books, and free school lunches; loans for more advanced students to help them continue their studies; scholarships (hundreds of them) for the more promising; protective measures for workers; unemployment insurance; recreation facilities for all classes and all ages; loans for young marrieds to furnish their

homes; benefits for families such as reduced rentals; "own your home" building loans up to 80 percent in some cases; free medical and surgical care in hospitals; a refund of three quarters of all other medical expenses; an old age pension amounting to 65 percent of the average earnings of the fifteen most gainful years; free annual vacations for house-wives and children; and a free burial if required.

But the always provident Welfare State has at last run into difficulties in paying its way. For the first time, the Swedish national budget ran into a deficit in 1958 (the result of the socialized medicine and increased old age benefits) and this deficit has increased so that it now is estimated at $ 580,000,000 for the fiscal year which began July 1, 1960. To make up this deficit, the government has been compelled to resort to a 4.2 percent national consumers tax from January 1, of this year.

This came as something of a shock to the Swedish people and it was initially approved by the parliament for a period of only six months. In May, when the parliament was faced with the necessity of prolonging the tax, the government managed to squeeze the legislation through with the support of five decisive Communist votes in the Lower House. This was a grave political embarassment for the Social Democratic Party which claims to have turned its back on the Communists; while the Communists were equally loathe to vote for the sales tax, but faced the alternative of a government overthrow and the certain

advent of a bourgeois government, more inimical to the Communists.

A national parliamentary election next September will definitely settle the fate of the government -- whether it will continue in power, or whether after 28 years of socialism Sweden will revert to a more conservative form of government which will put the brakes on welfare. Noone can turn the wheels back. But with the current prosperity, there is little likelihood that there will be any drastic change in the autumn.

Any unbiased observer of the Swedish scene must obviously weigh the advantages of the Welfare State against its disadvantages. On the credit side of the ledger, these facts emerge: There are no slums in Sweden in the true sense of the word; noone is destitute; there are no beggars; there is a high degree of security in employment, probably unequalled anywhere else; and medical and hospital care are within the reach of everyone.

On the debit side: The benefits have led to a complacency which is the result of a secure living. There is no need to struggle for an existence in the Welfare State. It is guaranteed by the State and the community. Initiative has become blunted. This is due to the general well-being which eliminates much of the competitive urge, while a high taxation discourages any incentive to strive for fortune. Many Swedes feel that the

welfare is moulding Sweden to a dull pattern of uniformity, and some fear, with good reason, that much of the juvenile delinquency, now prevalent in the country, may be the result of the over-soft living. This can only be argued. It cannot be proved, statistically or otherwise.

My own feeling, after spending twelve years in the Swedish [illegible] and making an intimate study of its function, is that [illegible] admirably for Sweden, a prosperous, well administered [illegible] with a contented people. It was designed solely for [illegible] and not for export and, as an American it does not [illegible] as a pattern for an American way of life. The welfare [illegible] not a stimulating experience. It is a satisfying one and [illegible] is dull and negative.

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Background pgm Feb. 5, 1961

This is Charles Collingwood... The name of the program is Background.

The German writer, Max Brod, once said we have to stand off and look at things. He said, "How often do the events that determine our lives seem obscure when viewed from close up." Today we should like to step back a short distance, figuratively, to look at three or four of the major stories of the past week and perhaps put them in some perspective. We shall have background reports from Washington on what might be called the battle between President Kennedy and Congress, in which the first shots already have been fired... and from West Germany, where the economic problems of the United States, especially the gold drain, do not seem to be entirely understood. We have reached a crossroads in the Atlantic Alliance, of which not quite so much is heard. And so we shall hear from Paris, headquarters of NATO. I shall also have opportunity to talk with a CBS News correspondent recently returned from the Congo.

~~President Kennedy opened his last news conference by announcing that he would revoke the order, reducing by more than half the number of dependents of service personnel overseas. President Eisenhower had~~

In 1940, the vote of one man in Congress saved President Roosevelt's proposal for a peacetime draft. Last week, in the House of Representatives, President Kennedy's proposal for "liberalizing" the House Rules Committee squeaked through by five votes. How does this augur for Mr. Kennedy's legislative program, which will be spelled out in the weeks ahead? Bill Downs covers Capitol Hill, and from Washington he gives us this report.

(Downs tape)

President Kennedy opened his last news conference by announcing that he would revoke the order, reducing by more than one half the number of dependents of service personnel overseas. President Eisenhower had ordered the curback to help stem the flow of dollars out of the United States. Mr. Kennedy said morale had been affected and that other steps would be taken to make up the loss. The very next day - Thursday - Secretary of Defense McNamara said he expects every man, woman and child in servicemen's families overseas to cut down their spending by 80 dollars a year. Since there are about a million service personnel overseas, the annual saving would

amount to around 80 million dollars - a considerable sum, although of course not enough to turn the tide. Other steps will be taken.

And we also expect ~~xxx~~ cooperation ~~xxxx~~ from our allies, as in the case of West Germany. Daniel Schorr gives us that story from Bonn.

Gain

(Schorr tape)

The details of West Germany's offer will be published in a few days - perhaps tomorrow.

A grand old man of international politics - Paul Henri Spaak - resigned last week as secretary-general of the North Atlantic Treaty Organization. During the years he served NATO, Spaak wanted to enlarge the scope of the alliance outside the military field. Very few people - including himself - have been satisfied with the results. ~~xxxxxxxxxxxx~~ The alliance is not as tight as it was. CBS News Correspondent Richard Kallsen gives the reasons in this report.

(Kallsen tape)

What happens if Lumumba is released?

What role are the Belgians playing now?

What chance of "neutralizing" the Congolese army as Hammarskjold proposes?

Well, do you see any <u>good</u> sign in the Congo?

Do you see any solution? What is your solution?

Can the United Nations be held responsible?

pgm ends on cue:

This is Charles Collingwood. We shall be back at this time next w eek.

Info for Intro: Correspondent Frank Kearns, returning to The States after 8 years of covering Africa and the Middle East from Addis Ababa to Afghanistan. ~~OPC award-winner for coverage undeclared wars in Cyprus, Suez, Algeria.~~ Spent 3 months in the Congo, covered Colonel Mobutu's takeover, final throes of Parliament, siege of Patrice Lumumba, expulsion of Soviet Bloc diplomats, usual assortment of arrests, riots and other crises.

Suggested Areas for Questions, Discussion:

1 - What's really going on in the Congo? As confused as it seems from here?

2 - Position of U.N.?

3 - Positions of Kasavubu, Tschombe, Lumumba, Motbutu, Kalangi, Tschombe?

4 -Problems? Dangers?

5 - Possible solution?

6 - Outlook?

CBS RADIO NETWORK

BACKGROUND

Sunday, January 29, 1961
12:35 - 1:00 P. M.

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

CLARK: This is Blair Clark substituting for Edward R. Murrow who has gone to serve his country.

Until a week ago, the only ship named Santa Maria known to most Americans was the flagship of Christopher Columbus. That Santa Maria, of course, participated in the discovery of the New World. Today's Santa Maria rediscovered formmany the dictatorship of Antonio de Oliveria Salazar, Premier of Portugal and all its empire overseas. For whatever their motive in seizing the luxury liner, the raiders turned world attention on Salazar. He stood in a stark white glare, revealing for those who might have forgotten the totalitarian regime of Salazar. And the ship's captors also revealed that a rebel movement against Salazar exists.

What of the extraofdinary man who has ruled Portugal since 1928? We asked CBS News special correspondent Edmund Gress in Lisbon for this BACKGROUND report.

GRESS: The unhappy odyssey of the luxury liner, the Santa Maria, has at least temporarily shattered the quiet, normal routine of this nation. The remark of one government spokesman that "everyone seems to forget about Portugal unless there is a crisis," offers not only a quick appraisal of the entire episode, but serves as an arresting commentary as well. Whatever else may happen the incident has reppened the political wounds, the class struggle, the internecine ~~and~~ fighting, and the general rancor of three decades ago. It has also succeeded in tossing about the ship of state piloted during the past 30 years by Portugese Prime Minister Oliveria Salazar, and moreover, it has placed his regime squarely before the bar of world opinion.

Now 71, ~~Doctor~~ Dr. Salazar is the practitioner of what he likes to call, "monolythic unity," in theory this term conjures up visions of 8,000,000 Portugese as well as an overseas population of

10,000,000, working and playing in harmony and peace. In practice it means the absence of such liberties as the right to a free press, the right to publically criticize the government, the right to form political parties, and the right to strike. The government dismisses these democratic values by reminding one and all that the Portugese, like undisciplined children, must be taken firmly in hand. Time and again Dr. Salazar has reincarnated the ghost of Portugal's bloody yesteryear, to explain that parliamentary democracy can never really take a foothold in Lisbon. But also time and again the sputtering opposition has suggested that the people are looking for something more than simply monolythic unity.

And when the opposition appears to be getting out of hand, as it almost did during the 1957 elections here, Dr. Salazar moves swiftly. In this case the constitution was amended and now the public no longer votes for a President who's office is largely ceremonial. Since Dr. Salazar came to power on the heels of the 1926 Portugese revolution there has never been a President who has spoken ill of the Prime Minister. It has been then 30 years of single mindedness. All this is not to suggest that Salazar refuses to allow opposition. He does. This is especially true of debate concerning Portugal's standard of living, for despite the fact that the escudo today is one of the world's hardest currencies, the vast majority of Portugese workers and farmers still earn less than $500 a year. When the grumbling gets louder among the various economic groups, as it has on occasions, an editorial appears in a newspaper, or some member of the government promises action. The result is an escape valve, and everyone breathes easier, at least for the moment.

But the problems of continental Portugal seemingly are pale by those now engulfing this country's formidable overseas positions. Indeed, Dr. Salazar is becoming increasingly sensitive to the stinging United Nations attacks on the Portugese empire. For Portugal, as defined by the government, is Goa, Macao, and Timor in Asia, Angola,

Mozambique and Guinea in Africa, and the Cape Verde, Maderia and Azores Islands. All of these are considered as an extension of Metropolitan Portugal. When the Lisbon government entered the United Nations in 1955 the Portugese constitution had been altered whereby all overseas territories were no longer colonies, but provinces.

So, as the sounds of independence from Africa become a roar, and the actions of the Afro-Asian bloc at the U. N. become tougher, as the ideological battle between East and West over Africa becomes sharper, Dr. Salazar demands to know what the shouting is all about. In the eyes of the government Portugal has performed a noble service by bringing its civilizing mission to the heart of the African jungle. As Salazar declared in his latest speech, "We have been in Africa for 400 years, which is rather more than to have arrived only yesterday. We carried with us a doctrine," he added, "which is not the same as to be carried away by self interest. We are present," he asserted, "with an authority that is steadily going forward, which is not the same as to abandon human destiny to the so-called winds of history." Furthermore, Portugese officialdom maintains that all is well in their zone of Africa, that black and white men ride the same bus, worship in the same church, and study in the same schools. Those who claim that Portugal has carefully and deliberately refrained from educating 99 per cent of the natives because knowledge is power are denounced as misinformed troublemakers. Said one authority recently, "What we see is the tragic glow of the bonfires now devouring a large part of the dark continent." What the Portugese also see, and see quite clearly, is that 400 years of Portugese labor, and 30 years of a political philosophy are at stake on the ship called the Santa Maria.

CLARK: The U. N. Security Council has been summoned to meet Wednesday to discuss the situation in the Congo, where the United Nations presence is threatened with total disintegration. Morocco and the United Arab Republic have said they will withdraw their troops contributed to the

U. N. force by next Tuesday. Indonesia has served notice it will leave no later than February. Guinea already is in the act of pulling out its troops, and Ghana may follow suit. The entire police role of the United Nations in the Congo is in jeopardy, for if these countries pull out, the U. N. force will have lost more than a third of its military personnel. But over and above this, there is special added interest in this week's Security Council debate. The reason is explained by CBS News Correspondent Richard C. Hottelet, reporting from the United Nations.

HOTTELET: The next debate is awaited with eager anticipation. There will be one new and perhaps decisive factor. The United States will plunge into this fracas with a new spokesman reflecting for the first time in practical open diplomacy the ideas of the new Administration. Ambassador Adlai Stevenson will take his seat at the Security Council table. The world is waiting to see what difference it makes, not only to the Congo problem, but in the great power struggle that extends across the whole range of diplomacy. All ready President Kennedy and Mr. Stevenson have revealed some of the principles that will guide their action. In his inaugural address the President renewed his pledge of support for the U. N., said this country would work to prevent it from becoming merely a forum of invective, to strengthen its shield of the new and the weak, to enlarge the area in which writ may run.

In taking office last week Mr. Stevenson was more specific. He made it clear that the United States sees the success of the United Nations largely in terms of a very strong, independent Secretary General able to exercise authority on his own initiative, and he added the homely point that the office of the Secretary General must be adequately financed and staffed. He dismissed the suggestion that a board or a commission take over instead. That, he declared, would only enfeeble

the institution. And he summed up his remarks on this subject in the observation that attacks on the Secretary General are attacks on the institution itself which call for the small powers to rise as one in defense of the institution which is their best protection.

Mr. Stevenson's views are not abstract or idle. He knows, as do the other 98 nations represented here, that the Soviet bloc has been waging a relentless campaign against Secretary General Dag Hammarskjold and against the present structure of the United Nations. They would like to see him resign, but intend in any case to abolish his post and to replace it with a tripartite board. They want the other agencies of the U. N. to be revised to give the neutralists and the Communists states parity with the West. Meanwhile the Soviets are acting to cramp the U. N.'s style by cutting down its funds. The last thing the Soviet Union wants is a strong Secretary General capable of initiating action.

The American and the Soviet views on the U. N. remain diametrically opposed under the new as under the old Administration. The same is true of the Congo where the United States wants to see a strong U. N. presence giving the Congolese people the security they need to put their house in order, free of interference and incitement from outside. The Soviet Union wants the U. N. to support Lumumba or pull out. On the issue of seating Communist China the two great powers also remain completely at odds, and Mr. Stevenson's proposal of a moratorium on propaganda and abuse is directed straight to the Kremlin.

Yet, the new round does not threaten to be a repetition of the old as a succession of head-on collisions. There is a finesse in the policy which Mr. Stevenson lightly sketched out last week when he in fact extended the invitation to Khrushchev to meet the President in New York, not for a summit conference, but to get acquainted, he brushed away a lot of the debris that has no real business cluttering up the stage for the next act, but he kept the meeting from appearing a heroic confronta-

tion. He removed some of the thunder which Khrushchev likes and brought it closer to a pragmatic how-do-you-do. In making a deep bow of respect to the neutrals and the non-alligned nations Mr. Stevenson may have started on a course that will make it more difficult for the Soviets to whip up their emotions and turn them blindly against the United States. All this and more may begin to emerge when the dreary but still vitally important Congo problem is debated again this week.

CLARK: John F. Kennedy, the man who all through his campaign argued that this country must move ahead again, has now been in office for ten days. How do you start moving ahead? Machiavelli said, "There is nothing more difficult to carry out, nor more doubtful of success, nor more dangerous to handle, than to initiate a new order of things." Arthur Schlesinger, who goes to the White House next week as a Presidential advisor, uses the quotation in his book, "The Coming Of The New Deal." But does it apply to what is happening in Washington today? Our White House Correspondent, George Herman, gives us this report.

HERMAN: President Kennedy, an omnivorous reader of politics and history, is almost certainly aware of the quotation and of the problem, and it's noticable that his first ten days in office have been marked more by intensive conferences and consultations than by direct actions. The past week began last Sunday with talks between the President and his Secretary of State, and it closed yesterday with an even longer session between the President and Mr. Rusk, plus Defense Secretary McNamara, the Vice President, and other top national security advisors. Of the seven direct actions which the President did initiate during the past week, three were purely administrative changes. Three were substantive, and one, seeking the postponement of the Geneva talks on the nuclear weapons tests ban, were somewhere inbetween.

The three substantive actions were in order:

Sending Labor Secretary Goldberg to help settle the New York City harbor strike; increasing the quantity and quality of the food distributed to needy families in this country; and promising food to eliviate the famine in the Congo, and all three of them have one striking element in common, a clear coloration of governmental interest in people, warm, human and humaine. No invidious comparison with President Eisenhower is intended whatsoever. The past President repeatedly expressed his philosophy of liberality in human affairs, conservatism in financial affairs.

It's not the actions themselves which are so different now; it's the mood, the style, the atmosphere. It's almost as though President Kennedy, having won his post by so fractional a popular plurality, is setting out to prove to the nation a favorite slogan of his party, "The Democrats Care." These actions certainly do not add up to the kind of dramatic action which some of the President's more excited adherents had prophesied for the first few days, and aside from them, the rest of the President's time the past week was spent in a careful study of the powers of the Presidency and the nature of the problems. But even the discussions have provoked some feelings here in this sensitive city. The balance between the strongly liberal personalities and the comparatively conservative ones has led to some second thoughts here. Secretary of State Rusk, for example, is widely considered to be among those conservatives, and so is Defense Secretary McNamara and the Republican Secretary of the Treasury C. Douglas Dillon.

The men in the jobs immediately under these cabinet rank officials are frequently considered to be strongly liberal. Republicans like to call some of them wild-eyed liberals. The President summonsed both to the White House, but with a natural edge to the top ranking and more conservative men, and it looks to veterans of government here as though Mr. Kennedy is determined to have solid, stable men holding the levers of power, but to have their ideas constantly prodded and pricked and

invigorated by men of wide-ranging ideas and an experimental turn of mind immediately below them.

The effect of all this, plus the mood of energy which accompanies the young President's every action, the mood of new dealing sympathy for people, combined so far with an absolute minimum of spending, has pleased a great many people. Only one tiny cloud no bigger than a reporter's hand has shown up so far. And that's the determination of the new White House to keep a tight rein on dissimination of news and views, a rein which may rapidly turn out to be even tighter than that held by the previous Administration. White House News Secretary Sallinger will hold regular meetings with public information representatives of the State Department, the Defense Department, the Space Administration, the Treasury, and of the Vice President. The professed aim is simply coordination. But Sallinger has indicated that the Administration is much impressed by a recent experiment conducted by a group of American experts. The group made a careful study of American articles on our military strength and intentions in the public press, and then checked that with the real thing in the Pentagon, and the two images were virtually identical. Sallinger considers this proof that our national security is being jepordized by excessive talk about certain fields of government endeavor.

But any effect from this is in the dubious future. At the moment there is a genuine honeymoon on the surface at least. President Kennedy knows full well that the policies of the candidates seeking office are not identically those of a President who now sees for the first time the true and exceedingly complex shape of things. And as he makes this change-over he has neither disallusioned those who fed on his campaign speeches, nor frightened those who rejected him.

~~(remainder of transcript not required by Mr. Bliss)~~

Trans. 1/30/61 JF

(pickup original copy)

CBS RADIO NETWORK

BACKGROUND

Sunday, January 15, 1961
12:35 - 1:00 P.M.

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Today we have a report on what has been called the most important political event in Spain in 20 years. We should also like to examine the crisis in France and try to answer the question: What does the French referendum mean? Has General de Gaulle received his mandate? We shall hear the observations of a foreign correspondent on returning to Washington on the eve of the inauguration. And I should like to note some of the great foreign policy issues facing the new President.

It has been remarked by some who make a study of Spanish society, that the Basques, the proud, pragmatic people of northern Spain, take little interest in history. Today this is not quite true. For they are themselves making history, as we hear in this report by Edmund Gress, special CBS News correspondent in Madrid.

GRESS: Like everywhere else, the dawning of the New Year in Spain is expected to produce at least some change and movement. Admittedly, this country, since Generalissimo Franco smashed his way to power 21 years ago, has been noted for its absence of change. For what one able diplomat here has termed this "grave, grim sameness." Nonetheless, during the past few months there have been signs that Spain's torpid and diffuse opposition is in the process of re-awakening. While its chances of success must await the verdict of time, certainly the current stirrings of the Basque people offer a new beacon of resistance.

The Spanish Basques, and there're three million of them, might be compared to the Americans of Pittsburgh or Buffalo, New York, or Toledo, Ohio. Even more than the Catalan of Barcelona, it is the Basque who is the industrial muscle and heart of Franco's Spain. It is the Basque also who has demonstrated stout political heart during the past 21 years,

and who repeatedly has hammered away at what Franco, as recently as his year-end speech, called "one state - one party." It is the Basque who today stands in the center of the opposition limelight as a result of the priests' manifesto of last year and the just-completed people's petition soliciting publication of the document.

The appeal is backed by 11,500 signatures. All were gathered in and around the busy port of Bilbao, the largest city in the three Basque provinces. The petition is brief, only 400 words, but its contents serve as a testimonial to human will and determination. For Spanish law does not recognize the right of protest. Indeed, many an unhappy dissident who has attempted public protest may be thinking about it still in his prison cell. The law in Spain is crystal clear and unequivocal. It says simply there will be no manifestations; no protests; no political parties; no political rallies; no strikes; and no masterminds. The 340 outraged priests, who drafted their categorical declarations last May, summed it up in another way. They said: Man is born into this world with rights that no state, however powerful, can deny. Among the rights, they asserted, is the right of free conscience, of free association, of a free press, the right to work and to form a home.

In underscoring their bitter attack on the lack of civil liberties in Spain, the clergymen added: Human conscience cannot be toyed with - for conscience belongs to the soul and to God.

It is these ringing phrases, as well as others, that subsequently came in for angry denunciation by the four bishops who received the priests' communication. Without ever publishing the letter, the bishops struck back by insisting that the document was a cheap political maneuver. Other pronouncements followed and soonthe subject became a roaring debate in the Basque country. This then is the backdrop about 11,500 who spoke in their petition of a "great disturbance of conscience." This outpouring of words and claims is the key reason why the petitioners requested that

the priests' letter be published in its entirety. But perhaps even more than the petition itself, the real story concerns what one leader describes as "our devoted heroes."

Since the Spanish secret police are famed for their skill, the search for signatures had to be done covertly and swiftly. What might be called a small army of people, shopkeeprs, taxi drivers, teachers, lawyers, doctors andcountless others, made the rounds. They roused individuals from their beds at 2:00 in the morning. They explained who they were and what they were trying to accomplish. They whipped out the pen and requested - they did notdemand - that the petition be signed. This procedure, the hunt for names, the knocking on strange doors, the outdistancing of the police, the petition in hand - this went on for just two weeks. For, as one responsible spokesman emphasizes, the movement was a spark that became a fire in a matter of days. To judge from the latest reports, the flames are still burning.

And there is heat, as well as light, in a post-script to this development. The searing letter of a cardinal-primate of Spain to the chief of Spain's only political party, the Falange. Eighty-four-year old Cardinal Ricci [redacted] Daniel warns that Spain cannot continue to be a totalitarian state. In fact, His Eminence defends the principle of church groups to insist on basic rights in this country. Moreover, he terms the Falange-controlled unions "Hitler and Soviet-inspired."

As the head of the Roman Catholic Church in Spain, Cardinal [redacted] words loom large for the future. ~~(indistinct)~~ His Eminence looks into the mirror of history, he notes that the year is 1961 and that Spain must change, to use Generalissimo Franco's words, its "one state - one party."

This is CBS News - Madrid.

MURROW: The votes in the far-flung French referendum have now been counted. The ballots from Tahiti did not reach Paris until Friday.

De Gaulle wanted a popular mandate for his policy of self-determination for Algeria. Some 23 million votes have been tallied. David Schoenbrun, a student of French politics, undertakes to answer the question: What do the ballots prove?

SCHOENBRUN: General de Gaulle's spokesman said that the results of last Sunday's referendum confirmed de Gaulle's plan to set up autonomous institutions for home rule in Algeria as a move towards an eventual vote on whether Algeria should be free and independent or part of a French community. The big majority given to de Gaulle was a clear mandate from the people, said Information Minister Louis Terrenoire, after a cabinet meeting. His statement, if taken at face value, would lead one to fear greatly the consequences of such an attitude, for if there's anything clear in last Sunday's vote, it is that it was not a clear mandate from all the people of France and of Algeria, but only from the people of France. Mr. Terrenoire's assertion is only half true, and this is not a time for half-truths or half-measures. The outstanding fact that emerged from last Sunday's vote is the fact that four out of ten Arabs did not vote. They obeyed the rebel call to abstention. And as for those who did vote for de Gaulle, reporters on the spot pointed out that they were in the rural regions and were bundled into army trucks and brought to thepolls by the Army, which is not exactly evidence of overwhelming support for General de Gaulle.

Most foreign analysts and many French editorialists have said this week that the referendum has proved beyond dispute that the majority of the French people, in France, support President de Gaulle - and a majority of the Algerian Arabs support Ferhat Abbas, president of the Algerian revolutionary government. It was only a month ago, you know, during the riots in Algeria, that Arabs came screaming out of the casbah shouting the strange slogan: Long live de Gaulle! Long live Ferhat Abbas! Thus linking together the names of the two presidents of the warring peoples of France and of Algeria. These shouts have now been confirmed at the polls, and it's

clear if anything is clear in the tangled Algerian jungle, that what the people want, that what is needed above all, is for these two men - de Gaulle and Abbas - together to try to negotiate the peace and freedom that have been endorsed as the ultimate objective of the people in the national referendum.

Even if the negotiations are held and do succeed, de Gaulle would still have the problem of finding a face-saving withdrawal for the French Army, which will not leave in defeat its banners trailing in the dust. The French Army, too, demands its day of glory. So in a way, Soustelle was right to say that de Gaulle's victory last Sunday was only the beginning, not the end, of his difficulties.

Algeria will bethe beginning of difficulties, too, for the new administration of our country, which is inaugurated next week. For if de Gaulle fails to negotiate peace in Algeria, if he's forced to fall back upon an ultimate plan of partition, it will pose an agonizing problem for America. If our ally, France, carves a chunk right out of the heart and belly of Algeria by setting up a French enclave in thefertile crescent running along the Algerian coast, thus creating a kind of French Israel inside Arab North Africa, then America will have almost no hope of cementing new relations with the Arab nations of Africa - or any of the newly emerging African states. We just could not be allies of African nations and of a French nation that would be in permanent conflict with North Africa. That's the stake of our own country in what is sometimes incompletely called the "French Algerian problem."

Now, back to Ed Murrow.

MURROW: Two years ago, mycolleague Daniel Schorr was accorrespondent in Washington. Since then he has been reassigned covering Germany and much of Eastern Europe. But again last week, he was in Washington. Here's Dan Schorr.

SCHORR: On a brief visit to pre-inaugural Washington, this re-

porter found career officials and Kennedy advisers bemused by Nikita Khrushchev's attempt to get into the act. As fast as names of potential foreign policy officials were rumored or leaked, they were approached by Ambassador Mikhail Menshikov with a messagethat negotiations between Khrushchev and Kennedy should come soon, should be fruitful and that there was some special urgency about all of this - an urgency that Menshikov did not explain.

On the Moscow end the word came from our embassy that the Congress of the Soviet Communist party had been postponed until later this year, October as it turned out, and our embassy was told that one reason for the postponement was a new American administration; that Khrushchev wanted to be ableto assess the results of his first months with Kennedy before the congress makes some basic decisions.

To clear the way for negotiations with Kennedy, Khrushchev decided on the convenient fiction of blaming President Eisenhower for the U-2 controversy, for all that has gone badly between Russia and America.

Advised by such experts as Charles E. Bohlen, Kennedy has so far taken a position of reserve. His replies to Khrushchev's messages have been restrained, leaving doors open but not rushing through them. Neither Kennedy nor the permanent staff have reached any firm conclusion about the reasons for the alleged urgency. Itcould be tactical, just a way of exerting pressure. Or there could be more behind it - some special problem for Khrushchev with a shifting of the balance within the Communist world at stake. No one pretends to know for sure but Kennedy has no intention of being stampeded. Kennedy's attitude is that he'll negotiate with Khrushchev not about generalities but when there's something to negotiate about. Which means, first, a fresh look at issues like the complex disarmament deadlock and it seems clear that Kennedy will not see Khrushchev before next July, atthe earliest.

It would appear that by some odd trick of history,

transition in Russia has become enmeshed with transition in America. And the future course of American policy may affect some basic decisions in Russia.

The party congress that will be held in October has the primary aim of charting the future course for the Soviet Union by approving a new program for the Communist party. Only twice before in its history had the party promulgated a basic program. The first time was in 1903 when a ragged group of Bolshevik exiles met in London. Their program then was pure and simple - the overthrow of the czarist regime and the establishment of a Communist dictatorship. After the 1917 revolution, a second program was written by Lenin and his lieutenants in 1919,to deal with the post-revolutionary situation. It set up what was called a "proletarian dictatorship" to contend with capitalistic encirclement from without and counter-revolution from within. In effect, a state of siege for a revolution fighting for its life. Forty years later, Russia's Communist party still has the same program, at least on paper. Stalin, who realized by 1952 that all this was outdated, resolved to draft a new program - and the party congress of that year named a committee to draft a basic policy. Butthe members of that committee did not survive. Stalin died; Beria was executed; and Malenkov was disgraced. So, now the task has fallen to Khrushchev. The Soviet Premier outlined some of his ideas on a new doctrine to me in 1959, during his American tour. "The time has come," he said, "to proclaim the end of proletarian dictatorship and the phase of transition to communism. One can no longer pretend that the Soviet regime is fighting for its life. Russia," said he, "is strong enough so that she need not fear encirclement - and there is no internal threat of any importance. So the Secret Police can be cut down, eventually eliminated." The implications of such a doctrine are important. It would mean more use of incentive and less use of force to get Russians to work. It would mean more consumer goods. It would mean a cautious approach to greater freedom. The premise of the program is peace and a long period of economic development. It requires a reduction of the

arms burden, a freeing of Russian resources for a different sort of battle - on theeconomic and ideological fronts.

Obviously, Red China will notbe happy to see Russia proclaim that she's completed a stage of development with which China is still struggling. Khrushchev would like to have an insurance policy in the form of an American promise, so to speak, that Russia can officially enter her new phase without fear of a new crisis or a war that would require new dictatorship and new terror.

That is why Kennedy and his policies have become so important to Khrushchev. The Premier would like to end proletarian dictatorship and make that his monument - and he'd like Kennedy to help him build it.

Now, back to EdMurrow.

MURROW: This is the season in which some people are impelled to sit down and write open letters tothe new President. This reporter was so tempted when he chanced to see such a letter written by William R. Mathews, editor of the Arizona Daily Star. The letter appears in the current issue of The Atlantic. To which magazine I am beholden for its use. Here is part of the letter:

"Dear Mr. President: As youtake office the American people are looking to you for a new approach to our nation's foreign affairs. They're no longer interested in rehashing the mistakes of the past Administration. They are deeply interested in what you are going to do about peace and war in our nuclear age. That is a subject that interests themmost. If negotiations are to be successful both sides must be ready to compromise. Both sides must expect to give up something in return. Successful negotiations require a temperate atmosphere. That means that just as Mr. K. must stop his bullying, missile-rattling and sending of ultimatums, so might you see to it that our talking generals and admirals are silenced. Peace cannot be made in an atmosphere where each adversary tries to outboast, outdenounce and outthreaten the other. A summit meeting will be worthless unless its

success has been reasonably insured by previous negotiations. If diplomats at the working level cannot come close to a tentative agreement, you will not be able to come to an agreement at the top level.

" Your big job is to prepare the American people to make peace. They are prepared morally and militarily to make war - but they are poorly prepared to make peace. They havebeen taught to expect a rigid perfection in the conduct of our foreign policy. They need to betold that perfection is not only impossible but dangerous. Although they accept compromises constantly in their everyday domestic lives, they rejectthem as appeasement in our foreign policy."

And the letter continues: "You can do much to change their present-day thinking that we are always rightand the other fellow always wrong; that unless we have victories we will have to suffer humiliating defeats. The people must be persuaded that there can be diplomatic successes where each side profits by making mutual concessions. A widespread belief prevails that unless we defeat communism, communism will take over the whole world. And that if we defeat communism our troubles will be over. Therefore, so thereasoning goes, there can be no compromises. The Communists must give in. We must never give in! The resulting deadlock, coupled with the intensified armament race, creates an increasing danger of hydronuclear war.

" Because the Berlin issue is acute, it requires your prompt attention. But no President ofthe United States should ever enter any negotiations under the threat of a time limit. If we can come to a compromise over Berlin that will abate the Soviet Union's justified fears over a third invasion by a united Germany, it may well set a precedent that can be used elsewhere. If Russia [redacted] were a parliamentary democracy, its government would be compelled to insist on a divided Germany, as a precaution against a third invasion.

" Americans must bear in mind that the Russian people have

twice within a generation suffered terrible invasions by the Germans. Not for decades can any Soviet government give up East Germany. American policy today is mistaken in insisting on a united Germany. Such a Germany would soon be demanding a return of its lost provinces to the East. Any competent observers can continually hear expressions of that ambition in West Germany. The Russians feel safer with a divided Germany - and so do our allies, Britain and France.

"When we call for a united Germany, we play into the hands of the German chauvinists. We could properly compromise by recognizing the government of East Germany with the provision that we, France and Britain will continue to maintain our forces in West Berlin with free ingress and egress. This provisionwe must back with all of our might and power. If the Soviets really want peace they will agree to it, because to do so will further their own interests.

"Whereas in the past foreign aid has served principally to restore war-exhausted Europe and Japan, its emphasis should be shifted, particularly in the case of economic aid to supply funds to make the underdeveloped areas of the world productive. It will take enormous aggregations of capital to build roads, schools, harbors, railroads, electric plants, water supplies and other necessities, in order to educate and help these masses of illiterate people to make their jungles, mountains and deserts yield their hidden wealth. It will take American engineering, administrative and teaching ability to do this job.

"If successful diplomacy can abate the armament race, funds from it can be diverted to making the world productive. If your diplomacy fails your whole domestic and foreign program will fail. It cannot succeed unless you prepare the people of our country to make peace. If you can do that you will have a united nation behind you."

That is part of the open letter to President-elect Kennedy, written by William R. Mathews, editor of the Arizona Daily Star.

appearing in the current issue of The Atlantic.

One of the difficulties of the new administration was demonstrated in London last week. Our retiring ambassador, John Hay Whitney, made a speech in which he complained about the "extraordinary picture of a trigger-happy America that is being presented to the British people." He called it a caricature representingthe United States as an "irresponsible power being held back with difficulty from the brink of war by its allies."

Two British papers have taken issue with Ambassador Whitney. The London Daily Mail complains that American foreign policy is often confused and mysterious. It claims it was the Americans who wanted to break through to Berlin with tanks in 1948, to bomb China in 1950, to intervene in Indo-China in 1954, and who have armed a puppet government in Laos in 1960.

The highly respected Guardian of Manchester agrees that American agencies have intervened in the internal affairs of Laos, and then the Guardian sums up British concern - and incidentally the American dilemma - in two sentences. It says, "You have to convince the enemy that you may intervene but at the same time not frighten your friends. Sometimes however the lines get crossed." That's one of the primary problems confronting the new administration in the field of foreign policy, to impress both the Russians and the Chinese with our willingness and capability to intervene, without at the same time causing our allies to fear that we may undertake some hasty or reckless adventure which would drag them in with us.

This is Ed Murrow. We shall be back at this time next week.

ANNOUNCER: You have been listening to BACKGROUND, with Edward R. Murrow, a recorded presentation of CBS News.

[redacted]

[redacted]

Trans. P. O.

BACKGROUND: 1/8/61

SEVAREID: In the late morning on Friday a crowd of people milled about, stamping, swinging their arms in the cold [redacted] wind and filling the main square in the prosperous Brussels suburb of Forest. Some of the women [redacted] wore Ocelot fur coats. Most of the men were well coated and scarfed. They were teachers, government clerks, a few factory hands thrown in. From down a cobbled street came a raggedly marching little phalanx of men in uniform, mail carriers with their worn [redacted] leather [redacted] mail pouches slung over their [redacted] shoulders. As they [redacted] joined the main body of strikers the crowd cheered, as if regular troops had just arrived from Fort Sheridan to relieve the embattled settlers. The mail carriers grinned a bit sheepishly but felt as heroic as most placid civilians can feel. They formed up with their banners denouncing the loi unique, [redacted] the single-package economic reform bill proposed for Belgium, and which will mean some belt-tightening for nearly everybody in the form of new taxes and higher contributions to pension funds - the [redacted] overt and ostensible cause of these curious strikes which have plagued all Belgium now [redacted] for nearly three weeks, which cut short King Baudouin's Spanish holiday and which may do most serious economic and constitutional injury to Belgium before they are over. The suburban procession moved down the street chanting its slogans in unison - "Eyskens to the stake!" [redacted] most of all - and finally reached their goal, the prison where about 40 strikers are held for acts of violence. Maybe half of these were actual trade union strikers. The rest were adolescents or [redacted] leather-jacketed tough [redacted] guys who just like to smash things and couldn't care less about the issues. At the prison the remarkably disciplined and patient Belgian police formed a thin line across the gates. The marchers threw a few firecrackers over the prison wall and [redacted] shouted "Liberate the strikers!" [redacted] Then they passed by, broke [redacted] up into small [redacted] groups, [redacted] went home for lunch, a [redacted] curious method of storming the bastille.

But at the same time that this tame, half-serious little affair was going on - it has been repeated in facsimile [redacted] dozens of times in dozens of towns - more dangerous men were [redacted] performing more dangerous acts in the East Belgian city of Liege. They were wrecking the rail stations, setting fires, assaulting police and, for the first time, the troops were used. To the north, in Flanders proper, all was quiet, nearly everybody at work. Indeed, in Brussels itself everything was virtually [redacted] back to normal.

The strike phenomenon is different in different parts of Belgium and reflects thereby the underlying differences and [redacted] divisions among the Belgian people themselves. The Flemish-speaking conservative Catholic pro-monarchy and the big labor federation based on those people is against the strike. The French-speaking southern strip from West to East in the steel and coal region is radical, anti-clerical, indifferent to the monarchy and dominated by the Socialist Party which, with the Communists, controls about 60 per cent of the vote in that region, the Waloon Region.

The coalition government of Prime Minister Eyskens is part Catholic, part Liberal. The Socialists are not in it. Eyskens, a tough little bantam cock of a party leader with [redacted] whom I had a talk a week before as troops guarded his office building, has been determined not to give in to the Socialist insurrection, as he calls it. The State Police and the troops have not wavered. They have obeyed the regime. As the days went by the strike began to lose its momentum in Brussels and the north. The official Socialist leader Collard wanted things calmed down. Two-thirds of the country seemed to be getting rather bitter toward his party. [redacted] But there is another Socialist leader named Andre [redacted] Reinard. He is a dure, [redacted] a hard one. Fundamentally he's a revolutionary in the old French revolutionary sense and [redacted] the Marxist sense. As the strike began to flag, he disappeared from Brussels, went from union meeting to meeting in the

southern strip, culminating with a fiery harangue to some 30,000 of his faithful in [redacted] Liege. He has threatened to go the limit if that means letting the blast furnaces go out, [redacted] letting the coal mines be flooded, but, as the last days indicate, [redacted] the moderates have prevailed over him and dissuaded him from that at [redacted] least. He doesn't seem [redacted] to care. He doesn't mind the [redacted] present economic losses [redacted] to Belgium. He doesn't like the Belgian economy anyway, which he argues is run by the banks. And he doesn't like Belgium the way it is now constituted. He [redacted] has raised the banner of Waloon separatism. He is willing to tear the unified state apart and rebuild it with Waloonist[redacted] semi-[redacted] autonomists. Then he dreams of creating a Socialist society in the rather depressed coal and steel region. It is these workers, remember, who marched on [redacted] Brussels ten years ago and forced the abdication of King Leopold, even though a slight majority of the whole country was for him. As things stand, the strike or insurrection or whatever it is, [redacted] has gone so far that anything can happen. At best, face must be saved all around. The government cannot abdicate yet; the new finance law obviously cannot be put over without serious amendment. The Socialists will have to join the government sooner or later, and Eyskens himself can hardly remain very long as Prime Minister.

Belgians have taken too much in too short a time. The Congo chaos left them with a sense of personal and national humiliation. Eyskens rode that one out. But this bill, ostensibly written to make up for the Congo financial losses, was never thoroughly explained to the people. Half the strikers haven't the faintest idea how it would really work, and this was too much. It opened a big breach in public confidence into which the [redacted] tough line of Reinard has driven. Financial reform in Belgium is long overdue. [redacted] As in America, the public sector of the economy is starved, where much of the private sector is too fat. Belgium exports 45 per cent of her production. If inflation continues, she cannot easily sell abroad. She is

lagging behind other countries in the European Common Market/in productivity. The Congo affair did not do all this. It merely gave the government an excuse and occasion for attempting a big streamlined reform. But the effort has led a great many half-suffocated cats of resentment out of the Belgian bag. The country has always been an uneasy alliance, the monarchy holding together the opposing groups. But this monarch, the young King Baudouin, has no real moral authority over his people, nor does the Prime Minister. And no statesman of overriding prestige stands ready in the wings, with the questionable exception of Paul Henri Spaak, now the Secretary General of NATO in Paris.

If Belgium cannot be restored to functioning order, her role in the Western Alliance will be impaired. Nor could she play her part in the Common Market. The slow, continuing 15-year effort to fashion a unified Europe would be deeply injured if one little country in the heart of Europe is now to tear itself apart. The Communists, those in Belgium itself, and those in Moscow, are very pleased with the present course of events.

Now back to Ed Murrow in New York.

HERMAN: During the height of the Indo-China crisis of 1954, President Eisenhower once remarked glumly that the choice was between the unacceptable, meaning a complete Communist victory, and the unattainable, meaning a complete Western victory. Communist triumph was and is unacceptable because of the strategic and geographical situation in those gerrymandered countries of Southeast Asia. President Eisenhower, in 1954, called them "dominoes lined up in a row." If the first one falls, it'll knock down the next, until they're all down. The Western triumph, which is the other extreme, is unattainable as a practical, logistical and political matter. A complete Western victory on the fringes of a strong Red China could be only temporary at best and probably would be too expensive even to contemplate.

When the Indo-China crisis of 1954 developed after almost eight years of fighting, the allies were thoroughly sick of war. The Korean Armistice was only months old, and Secretary of State Dulles had already announced the policy of massive retaliation by which America hoped to avoid any more hand-to-hand fighting on the ground. The French were pressuring us for aid in Indo-China in the form of an airlift and a massive air strike, and inside the Eisenhower Administration Admiral Arthur Radford, the Chairman of the Joint Chiefs of Staff and a long and bitter enemy of Chinese communism, Admiral Radford favored such an air strike possibly even with tactical atomic bombs. The Army Chief of Staff, General Matthew Ridgeway, was bitterly against it. He protested that intervention which began with an air strike as in Korea would inevitably lead to the use of American infantrymen on the ground, and he reminded former General of the Army Dwight D. Eisenhower of the horrors of jungle warfare and fighting in rice paddies. "To the President," says Ridgeway, "the implications were immediately clear." The President opposed any unilateral American air action. He agreed only to unified action with full participation by the British Empire, with a promise by the

French to see the war through to the bitter end after Dienbienphu and, one further condition, a French promise to free her Indo-Chinese colonies. On these grounds President Eisenhower was willing to ask Congress to let him fight in Indo-China in 1954, but he was unable to win that allied agreement, and trial balloons launched in speeches here at home by Secretary of State Dulles and by Vice President Nixon were shot down in flames by a heavy barrage of [redacted] critical fire from members of the Congress. The result was the Geneva Conference of 1954, a conference which Secretary of State Dulles left almost entirely to Under Secretary of State [redacted] Walter Beedle Smith, with instructions that the United States was to act only as an observer. We refused to sign the final document. We said only that we would not oppose it ourselves and that we would take a dim view of attempts by any aggressor to violate the Geneva agreement. [redacted] And President Eisenhower later declared that we were not a party [redacted] to those agreements nor bound by them.

The Geneva agreement's terms gave North Vietnam to the Communists. They [redacted] neutralized and demilitarized Laos and called for the concentration of Communist Pathet Lao forces in the provinces of Sam Nua and [redacted] Phong Saly. An International Control Commission supervised all of [redacted] this until Laos declared in 1958 that it had accomplished all its work, and then the commission was disbanded by request. Laos set out by agreement, walking the tightrope of neutrality. There was no attempt to take Laos into the Southeast [redacted] Asia Treaty Organization. Instead, a special SEATO protocol extended some measure of protection to Laos without any alliance.

But America still wanted a more anti-Communist government in Laos, and the powerful Pathet Lao wanted a more anti-American government. And so the balance tetered along until the anti-American coup of Captain Kong Le and the anti-Communist counter[redacted] coup of General Phoumi Nosavan.

Now once again it's the struggle between the unacceptable

and the unattainable. Once again the Western Allies agree only on [redacted] goals, not on methods. Once again the [redacted] Eisenhower Administration is apparently ready to act if we can get allied agreement. But there are major differences. This time there's no long and bitter declared war. Laos is independent, not a colony, and she has not formally requested armed aid from SEATO or the U.N., or the United States. Extreme caution is the order of the day on both sides. We have alerted our own and the SEATO forces, but we have not moved. We've charged Russia with involvement but not with aggression. We've no desire to appear weak or hesitant and no desire to provoke Red China into action. We realize that a largely American Laos is unattainable, a largely Communist Laos is unacceptable, that we must once again find a political middle road out of the crisis. The tragedy is that we've been unable [redacted] to change the power equations of 1954. It seems almost certain [redacted] that any solution of today's crisis in Laos will leave us in exactly the same vulnerable position when the Communists choose to start their next one.

Now back to Ed Murrow in New York.

DOWNS: After the first week's operation of the new 87th Congress, there are strong signs that Capitol Hill's honeymoon with the Kennedy Administration will be a relatively short love-feast. The main reason is that the majority Democrats are back fighting with each other in both the House and the Senate, and before the fight is over such bitterness may be generated that the opposition Republicans will have their chance to woo dissident Democrats which means divided control of the Congress and weakness for the White House. Again this year, the Senate fight over the filibuster kicked off the opening day and it's still continuing. There was no real enthusiasm among the northern Democrats to join battle with their Dixie colleagues this year. The majority party leadership would rather have hidden its narrow election victory into the first 100 days of New Frontiers legislating rather than have Democrat fight Democrat. President-elect Kennedy had passed the word that he did not want his program stymied by a devisive filibuster hassle. However, the leaders of the Democratic liberal group reasoned that if the Democrats did not sponsor anti-filibuster legislation then the Republicans would, in fact had already announced such intentions. It's understood that the new Democratic Senate Leader, Mike Mansfield of Montana, hopes to be able to move soon to table the gag rule debate after the word battle proves itself to be futile.

The real liberal versus conservative battle on Capitol Hill appears to be taking place behind the scenes in the House of Representatives. Democratic House Speaker Sam Rayburn, who turned 79 on Friday, reportedly is giving his personal pledge to do something about the conservative coalition of Republican and Dixie Representatives, which keep a strangle-hold on the powerful House Rules Committee. The Rules Committee has wielded the club over past Congresses through its power to control what legislation goes to the floor. As it now stands, the Rules Committee is a built-in threat to

much of the priority Kennedy legislation such as federal aid to schools and housing, the increased minimum wage, aid to distressed areas, even if such measures pass the Senate.

Mr. Sam, as his colleagues call him, has put his own 48 years of Congressional power and prestige on the block to break the legislative grip of the Rules Committee and it might end up with purging Mississippi's Democratic Representative William Colmer who refused to support the Kennedy - Johnson ticket in November.

Well, veteran politicians say that every new Congress operates like a Las Vegas gambling casino. The House always takes its cut. Well, here in Washington, the House, of course, is the Congress, and it is in the cut that lies another threat to the Kennedy New Frontiers program.

The first of the so-called New Frontiers legislation was presented this week by Illinois Senator Paul Douglas, who headed a Kennedy task force to study the depressed areas of the nation. Senate Bill number 1 calls for a 392-million-dollar federal loan and grant program designed to revitalize the areas of economic distress. Senate Republican Leader Everett Dirksen immediately introduced an opposition measure which calls for only 180 million dollars to aid depressed areas. Now this is where the cut comes in. It appears that Kennedy will get his legislation for economic aid at home but it likely will be a compromise. Similar Republican down-holds on spending can be expected on other of Kennedy's priority projects such as aid to schools and housing. Perhaps the strangest thing about the opening of this 87th Congress is that despite the series of crises in Cuba, Africa and Laos, neither Republicans nor Democrats are saying very much about foreign policy. The reason, of course, is that the Congress can do little else but support President Eisenhower's diplomatic break with Cuba and other moves in the dying days of his regime since to attack them would be futile.

As for the foreign policy of the incoming Administration, no one knows exactly what innovations President Kennedy will offer to deal with these crises. It appears that it will be in the field of foreign policy where Kennedy will have his greatest opportunity to move and where the true honeymoon with the Congress will prevail the longest.

Now back to Ed Murrow.

BC

Edward R. Murrow January 8, 1961

12:35-1:00pm

This is Ed Murrow... The name of the program is BACKGROUND.

This was the week that brought Belgium close to chaos. Stores and factories closed. Barricades were raised in the streets. Heads were bloodied. There was even an abortive "march on Parliament." Here is the report of Eric Sevareid on what is behind these events, which have imperiled Belgium's national life. He was there. (Tape)

The State Department has issued a "white paper", outlining United States policy in Laos. The United States purpose, it says, is to maintain Laotian independence....and it asks other non-Communist countries to render assistance "by whatever measures seem most promising," so that Laos can develop its economy and social and politicical institutions in peace.

There is a "case history" as regards American relations with Laos...dating back to the period of the French Indo-China War. And there are certain parallels between the problems we faced then and the problems we face today. Here is George Herman, reporting from Washington. (Tape).

The 87th Congress is in session. It convened five days ago with something of the feeling of a bride who has yet to meet her husband. For Mr. Kennedy, "the man in her life," will not be inaugurated for almost two weeks. Bill Downs...who has been covering Capitol Hill... tells how it has gone thus far.

(Downs tape)

Edward R. Murrow January 8, 1961

The almost complete economic break with Cuba has now been matched by a diplomatic rupture which is total. When Castro gave the United States forty-eight hours to cut the staff of its large embassy down to eleven...including clerks and janitors...President Eisenhower ordered diplomatic recognition withdrawn. "There is a limit," he said, "to what the United States in self-respect can endure."

Generally, the American public has approved. There is just a suspicion that Castro also approves.

The United States rarely revokes diplomatic recognition, except in time of war. In the last fifteen years, we have broken off diplomatic relations only twice - with Bulgaria in 1950 and with the Dominican Republic five months ago. The Bulgarians had accused our minister in Sofia of "running a spy network." Later, accommodations were made... and our relations with Bulgaria have been restored. The United States broke with the Dominican Republic in concert with twelve other American states. ~~It was a joint protest against certain "acts of aggression" committed by the Dominican Republic against Venezuela.~~ But consular representation was preserved.

In the case of Cuba, consulates and embassies will be closed. Refugees...arriving in this country at the rate of one thousand a week... will have to find new means of escape, because visas for entry into the United States can no longer be issued in Cuba. We have no representatives there - except the Swiss who have agreed, while we are absent, to "tend the store".

Some of the fifty thousand Cubans waiting for visas, as of last Tuesday, may be able to gain entry by traveling to a third country... such as Mexico...and obtaining visas at United States consulates. Also, our entry requirements may be liberalized. But no Cuban without a visa can be guaranteed admission in advance. And, on top of this, exit permits no longer are being issued by the Cuban authorities. Thousands of Cubans are trapped.

The reaction of Castro...when we slammed the diplomatic door... was to keep his door slightly ajar, for future negotiation. /Responsibility for the break, he said, lay entirely with the Eisenhower Administration./ At the United Nations, Castro's foreign minister said, "We await the new administration." /And the Russian delegate, Zorin, expressed hope that Mr. Kennedy's administration would seek a peaceful settlement

between Cuba and the United States. In this approach to the Kennedy Administration, Castro and the Kremlin are "in tune." Ever since the election, Khrushchev has been making overtures to Kennedy...appealing for a return to the era of Soviet-American friendship, which Khrushchev claims existed in the days of F.D.R.

Castro warns of imminent invasion. While the United States has invaded Cuba only once (to free it from Spain), history shows that the United States did intervene in Cuba on four occasions...early in this century...when the island suffered anarchy and civil war. We acted, in those instances, under the so-called Platt Amendment. This amendment was part of the Cuban Constitution. And it was abrogated by Franklin D. Roosevelt, as part of his "Good Neighbor" policy, in 1934.

Last week, when Castro took his charge of imminent invasion to the United Nations, the Security Council found it lacking in substance. But...in Cuba...the whole island was mobilized against attack. Why? The massing of anti-invasion paraphernalia...anti-aircraft guns, tanks, field artillery, mortars...may have been designed, as has been

suggested, to impress the Cuban people. But it could also be a means of mobilizing against insurrection, without having to admit that a dangerous insurrectionist movement exists. And if anti-Castro forces do invade Cuba...and there is an uprising...Castro can accuse the United States of being the actual invader, say that the "Free Cuba" forces served only as a screen. If no invasion occurs, he can always boast that...as a result of his preparedness...the Yankee imperialist invasion was called off.

Military action against Cuba is conceivable only if Castro tries to seize the United States naval base at Guantanamo Bay. Last week, the White House spelled out our position. "The termination of our diplomatic and consular relations with Cuba," it said, "has no effect on the status of our naval station at Guantanamo. The treaty rights under which we maintain the naval station may not be abrogated without the consent of the United States."

President-elect Kennedy was "informed" of Mr. Eisenhower's decision to break off diplomatic relations; he was not consulted. Mr. Kennedy reiterated that...until January 20th...the responsibility lies with

the present administration. Otherwise, he declined comment.

Castro provoked; we responded. The United States has demonstrated that, in this area, it will no longer be insulted and pushed around. One is entitled to observe, however, that breaking off relations is not a cure.

~~[The ocean ferry bearing our embassy personnel home from Havana landed at West Palm Beach...a place which Mr. Kennedy is wont, from time to time, to make his headquarters. The problem...literally... now lies ticking in his lap. And it is ticking more loudly than it ever has before.]~~

This is Ed Murrow.... We shall be back at this time next week.

BACKGROUND: 12/25/60

MURROW: One of these journeying correspondents is Marvin Kalb, whose assignment is Moscow. From Paris, Kalb sent us this report, which might be titled: Thoughts of a Moscow Correspondent - Christmas 1960. Let's listen.

KALB: It was probably through a coincidence, maybe a little bit of good luck too, but the thick layers of charcoal gray clouds that seemed to have settled over Moscow for the winter parted for an instant the other day, permitting a shaft of golden sunlight to bathe the airport just at the moment I boarded a sleek Western jet and headed for a Paris Christmas. As the jet roared through the shaft toward the blue sky, I looked back. The break in the clouds had already disappeared. Moscow was gray again.

Here from the vantage point of Paris's beauty and abundance, I realized possibly for the first time with such clarity just how gray Moscow is, and gray not only because of its climatic condition, buried under mountains of clouds for five months of the year. Moscow is gray for historic and cultural reasons that date back hundreds of years. For, while Western Europe luxuriated in the renaissance and debated the Reformation, Russia stagnated under the Asian cloak of the Mongol hordes. Only at the beginning of the 18th Century did Peter the Great and later Catherine literally dragged a reluctant Russia along the path of progress. The process was difficult; it is still not over. And today all over a Soviet Union that has already shot a rocket around the moon, there are the signs of a backward civilization struggling desperately to look and act, not like a big boy, but like a mature man.

The faces of the people, in Moscow, Leningrad, or Kiev, any of the big cities of Russia, where only 40 per cent of the total population lives, are peasant faces. The abacus is still the adding machine in most Soviet offices; the plumbing is bad. The new houses that are sprouting up all over Moscow will be slums within a few years. Lettuce

is unattainable, even in the best restaurants, and the inefficiency is, at times, maddening. Yet, there is a drive in Soviet life, a vigorous energy that is transforming the peasant into an urban dweller, villages into cities, bleak countrysides into industrial complexes. This energy is the accumulated energy of centuries, and it is frequently undisciplined. But the fact is the houses are going up, the people do look better, there is a definite rise in the standard of living and, most important, the Communist regime in Russia has managed to concentrate its best brains into priority fields, such as heavy industry and rocket power. And these brains, which are as good as any in the world, have produced the machines and the rockets.

Now, through a clever manipulation of Soviet propaganda, this segment of Soviet reality has been projected across the entire world as the total reality. From Tashkent, for example, capital of Uzbekistan, in Soviet Central Asia, the Russians beam a simple daily radio message to the backward nations of Asia and Africa. "Forty years ago," they say, "we, too, were backward. But look at us now. Frightening even the most powerful United States with our economic and military achievements." These nations, jeaously guarding their newly acquired freedom and independence, are impressed by this message and many feel not only that Russia is becoming more powerful than the United States, thanks to its socialist system, but also that Russia wants peace and is fighting for it while the United States does not.

We know we want peace, but we are losing the battle of convincing others. The Christmas message of peace must be the year-long message. Just a few days ago, a very intelligent and broad-minded Indian diplomat in Moscow said, "That is America's biggest problem. I know you want peace, but many of my colleagues are no longer sure. You have such a great heritage. You must live with it and be proud of it. Merry Christmas," he said, his voice sounding a little sad. "Merry Christmas."

Now, back to Ed Murrow in New York.

MURROW: No one who studies the world scene could term this Christmas either secure or serene. We continue to contend, as we have before, against forces of evil and tyranny. We have no guarantee of success. But the recent past, which has led us to this reasonably tranquil Christmas, has been honorable.

If memories of the past are sufficiently strong, then fear of the future may be considerably diminished. This is one day of the year when a mere reporter, with an imperfect knowledge of the past and none of the future, may be permitted to remind himself, and his listeners, be they many or few, of one of the world's greatest pieces of reporting by St. Matthew and St, Mark - they collaborated on the story - they tell us, according to the King James version of their report, that when Jesus was born, in Bethlehem of Judea, in the days of Herod the King, behold, there came wise men from the east to Jerusalem, saying, "Where is he that is born King of the Jews? for we have seen his star in the east, and have come to worship him.

St. Luke reported that when Mary brought forth her first son, she wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn. And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And, lo, the angel of the Lord came upon them; and they were sore afraid. And the angel said unto them, Fear not: for, behold, I bring you tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord. Note well that the first thing the angel said was "Fear not."

Meanwhile, Herod had dispatched his wise men to search diligently for the young child. And the star which they saw in the East went before them, till it came and stood over where the young child was. When they saw the star they rejoiced with exceeding great joy. And when they were come into the house, they saw the young child with Mary, his

mother, and they fell down and worshipped him. And when they had opened their treasures, they presented unto him gifts; gold, frankincense, and myrrh.

The shepherds had been promised by the angel that they would find a babe wrapped in swaddling clothes. And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, "Glory to God in the highest, and on earth peace, and good will toward men." And so the wise men and the shepherds found Mary and Joseph, and the babe lying in the manger.

St. Matthew and St. Luke were good reporters and they said - they reported that the shepherds were sore afraid. The sights they saw and the circumstances must have impressed and shaken those shepherds more than modern shepherds were shaken by the announcement of the hydrogen bomb. And yet, those two good reporters agree that the first words of the angel were, "Fear not." Their reporting has survived every effort to suppress it. And the angel's advice was never more timely. Whenever we search for words that combine strength, beauty and hope, we're led back to that one book.

It seems to me that we in this country are committed in good company to combat evil things. And you will find in that same book and in the same mood, you will find these phrases: "Whom shall I fear? Of whom shall I be afraid?" It seems to me that these sentiments are appropriate today. This is Ed Murrow. We shall be back next Sunday, on manystations, at a slightly different time.

ANNOUNCER: CBS News on CBS Radio. Your ironclad assurance that the news is reported fairly, swiftly and accurately. CBS News, literally, possesses eyes around the globe and/or within aircraft minutes of any potential news scene on earth. These eyewitness observers, proud of their high ~~xxxx~~ calling as CBS Newsmen, are your personal representatives wherever the news breaks.

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Trans. P. O.

Edward R. Murrow: BACKGROUND. Dec. 25, 1960.

This is Ed Murrow....the name of the program is BACKGROUND.

Senator Kennedy (managed to) finish~~ed~~ his shopping for a new Cabinet before Christmas. Other Presidents-elect have taken longer. But it is to be doubted that any Cabinet was ever assembled through such careful scrutiny, both by trusted advisors and by the President-elect himself.

During the campaign Candidate Kennedy probably received fairer treatment from the press than any Democratic candidate in recent history. His Cabinet appointments have caused very few anguished outcries.

The Cabinet has no place in the Constitution. Various presidents have used their Cabinet in various ways. According to the U.S. Government Organization Manual, "The Cabinet is a creation of custom and tradition, going back to the first President, and functions at the pleasure of the President. Its purpose is to advise the President on any matter concerning which he wishes such advice."

Kennedy and his advisors have apparently decided to ~~[illegible]~~ (follow) the Manual, for the character of his appointments make it clear that the decisions will be his. He has assembled a group of good technicians who, in the current Washington terminology, "operate on his wavelength" - has appointed few personal political cronies - indeed, his two major

appointees, State and Defense, he had never even met until a few weeks before their appointment. And yet the President-elect has produced a traditionally balanced Cabinet. He has chosen men from all parts of the country, from the moderate elements of both wings of his Party, and included even a couple of moderates from the Republican Party.

He has two Methodists, two Presbyterians, two Jews, one Mormon and one Lutheran; also one Episcopalian, and one Catholic - his brother Robert, as Attorney-General. The entire Cabinet is moderate - lacking in fervor. Orville Freeman of Minnesota, the new Secretary of Agriculture, is the only one who might qualify as a crusader.

Kennedy made a gesture toward the South when he appointed Luther Hodges to be Secretary of Commerce, and another when he offered a secondary job in the Defense Department to former Governor James Coleman of Mississippi, who declined. He bowed in the direction of the negro vote when he offered the job of Postmaster-General to William Dawson, the veteran negro Congressman from Illinois, who also declined.

The average age of the Cabinet is 47 - the youngest will be the President's brother Robert, (who is 35.) And it was his appointment which produced the

most critical comment. It has been claimed that he is too young, lacks the proper judicial temperament, and might be reluctant to investigate with vigor any scandals that might arise in his brother's Administration. His performance will probably be scrutinized with more care than that of any other Cabinet member. It is customary to reward successful campaign managers , and the appointment of Herbert Brownell to the same post might be regarded as a precedent. It is worth noting, however, that the appointment of Robert Kennedy as Attorney-General gives him a defined area of responsibility, and probably makes it less likely that the special relationship he enjoys with his brother will be used to interfere in the workings of other departments. Had he remained outside the official family he might have come to exercise the kind of influence wielded by Harry Hopkins in the Roosevelt Administration, which in essence was the exercise of great authority without responsibility.

If precedent has value, the two Republican appointees, Dillon to the Treasury and McNamara to Defense, will not do much to relieve the new Administration of Republican opposition. Their policies and proposals

will be dumped into the crucible of criticism, along with those coming from their Democratic colleagues in the Cabinet.

The new Secretary of State, Dean Rusk, will be facing to a large extent the same problems that confronted both the Truman and the Eisenhower administrations. He has none of the imperial eloquence of Dean Acheson or the legalistic obfuscation of John Foster Dulles. He is indefatigable, has the ability to inspire loyalty from his subordinates, and is most unlikely to go adventuring on his own. His prose style is clear and concise but not brilliant. He recently wrote that he recalled from early childhood the admonition of the circuit preacher; "Pray as if it were up to God; work as if it were up to you." Mr. Rusk shares the belief of most experienced diplomats that summit meetings without careful preparation are of doubtful value. "Summit diplomacy is to be approached with the wariness with which a prudent physician prescribes a habit-forming drug - a technique to be employed rarely and under the most exceptional circumstances, with rigorous safeguards against its becoming a debilitating or dangerous habit." In the same article, published in the magazine Foreign Affairs last April, he wrote: "Our power has reduced our sovereignty, and our

decisions must take into account the needs and hopes of those whose fates are linked with ours." Dean Rusk doubts the wisdom of the widespread delegation of power. There is nothing in his record or his writings to indicate that he disagrees in any respect with the President-elect's attitude regarding foreign policy. It would seem that Mr. Kennedy was looking for a man with whom he could consult on foreign policy, and who then would run the State Department in pursuit of that policy, and apparently he found him.

The forty-four-year-old Mr. McNamara at the Defense Department will have more money to spend, more tough decisions to make than anyone in the government outside Mr. Kennedy. Much of his consulting will have to be done with Generals and Admirals. He will find that ordinary business practices are not followed - that he is in the center of perpetual guerrilla warfare between the three Services - and if he wants to institute any major changes he will discover what is really meant by delaying and evasive tactics. His primary problem will be to weigh and to render judgment upon competing claims on subjects that may affect the fate of the nation, and where no one man can lay legitimate claim to complete expert knowledge. Defense is, without question, the toughest

assignment in the Kennedy Cabinet.

Now that the President-elect has selected his Cabinet, he faces the prospect of working with it. Unless a major miracle has occurred altering human nature ~~xxxxxxx~~ completely, there will be friction, competition and disagreement. One of the arts of political leadership is to prevent public exposure of such matters.

The President must not only make policy, he must see to it that it is carried out. Here he is bound to encounter what Elihu Root called, in a considerable understatement, "unwilling subordinates", experts in delay and evasion. We have come to expect that the President can and should do something about everything. We talk rather glibly of the "Power of the Presidency", but it is not in fact as powerful as most of us appear to think. It is perhaps true, as Woodrow Wilson said, that a President may "be as big a man as he can." But the execution of a President's policy requires an instrument, and that instrument is people. In limited areas the President may give an order and have it carried out directly and without question. But in most cases his power is primarily the power to persuade, to persuade his subordinates, the members of his

own Party, the Congress and the country.

The best recent study of Presidential power has been published under that title by Richard E. Neustadt of Columbia University. He reports that in the early Summer of 1952, before the heat of the campaign, President Truman used to contemplate the problems that would confront General Eisenhower should he become President. "He'll sit here" Truman would say, "and he'll say: 'Do this, do that'; and nothing will happen. Poor Ike! It won't be a bit like the Army. He'll find it very frustrating." Mr. Truman knew whereof he spoke, for he has said: "I sit here all day trying to persuade people to do the things they ought to have sense enough to do without my persuading them. That's all the powers of the President amount to." The President may, on his own initiative, order American troops into Korea, or into Little Rock; he may remove General MacArthur from command, or seize the steel mills; but in most areas he cannot act effectively unless he can first persuade. And he ~~XXXXXX~~ can never be sure that his persuasion is permanent. A very special aura surrounds the President of the United States, and men in his presence may willingly agree; but when they remove themselves from that aura they have second thoughts, decide to delay a bit, conduct

an investigation, or set up a committee, and the result is - nothing happens. In Badgett's phrase: "No man can argue on his knees". Well, of course, Men don't go on their knees to the President, but it has nevertheless been demonstrated time after time that Cabinet members will say "Yes" in his presence, and then decide it's wiser or safer to do nothing. Of course there have likewise been Presidents whose "Yes" amounted to no more than what Sam Goldwyn has called "an affirmative maybe".

Cabinet members are responsible not only to the President. They have been known to consult their own vanity and ambition; they have a sense of obligation to their own subordinates, and to Congress, and their prejudice or integrity may cause them deliberately to frustrate the will of the President.

Charles G. Dawes used to say: "The members of the Cabinet are a President's natural enemies." Like the President, they serve many masters.

Professor Neustadt contends that a President needs perception and desire and self-confidence; that Franklin D. Roosevelt had them all; that no modern President has been more nearly master in the White House. He says Roosevelt always wanted the presidency, and mastery was what he wanted from it. The White House was for him almost a family seat, and,

like the other Roosevelt, he regarded the whole country almost as a family property. Once he became the President of the United States, that sense of fitness gave him an extraordinary confidence.

It is not this reporter's intention to compare Senator Kennedy with President Roosevelt, but the Senator has certainly demonstrated a fixed intention to occupy the office, and a deep conviction that he possesses all of the qualities required. Roosevelt was an untidy administrator. Mr. Justice Holmes once characterized him as "a second-rate intellect, but a first-rate temperament". No one can be sure what kind of administrator Senator Kennedy will be; his intellect is above average; but no one knows what the office will do to his temperament or his confidence. Historically, the interesting aspect of the presidency is not so much the qualities or qualifications of the man, but rather what the office does to the man.

~~[illegible]~~

Senator Kennedy's persuasive powers are considerable. They may or may not increase after he assumes office. But Professor Neustadt in his book, "Presidential Power", has stated the new President's

primary task: "The essence of a President's persuasive task, with Congressmen and everybody else, is to induce them to believe that what he wants of them is what their own appraisal of their own responsibilities requires them to do in <u>their</u> interest, not his". That is a brief formula for success, and it is backed by the weight of our political history. It could, I suppose, be put in another way. If a President is to exercise power effectively, he must persuade the members of his Cabinet and Congress to act in the national interest as he conceives it, and simultaneously discover a personal, or moral or selfish reason for doing so.

If you want to read some recent case histories in this area, I commend to you Richard Neustadt's recent book, "Presidential Power".

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lead into Kalb....

As usual, a goodly number of colleagues are leaving their foreign posts...this Christmastime...to come home, to take part in the annual CBS News roundtable talks. One of these journeying correspondents is Marvin Kalb, whose assignment is Moscow. ~~En route,~~ From Paris, Kalb sent us this report...which might be titled "Thoughts of a Moscow Correspondent - Christmas, 1960." Let's listen.

(Kalb tape)

No one who studies the world scene could term this Christmas either secure or serene. We continue to contend, as we have before, against forces of evil and tyranny. We have no guarantee of success. But the recent past, which has led us to this reasonably tranquil Christmas, has been honorable.

If memories of the past are sufficiently strong, then fear of the future may be considerably diminished.

This is one day of the year when a mere reporter, with an imperfect knowledge of the past and none of the future, may be permitted to remind himself and his listeners, be they many or few, of one of the world's greatest pieces of reporting - by St. Matthew and St. Mark. They collaborated on the story. They tell us, according to the King James' version of their report, that "when Jesus was born in Bethlehem of Judea, in the days of Herod the King: Behold there came wise men from the east to Jerusalem, saying: 'Where is he that is born King of the Jews?" For we have seen his star in the East and have come to worship him.

St. Luke reported that when Mary brought forth her first son, she wrapped him in swaddling clothes, and laid him in a manger, because there was no room for them in the inn. "And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And, lo, the angel of the Lord came upon

them - and they were sore afraid. And the angel said unto them, "Fear not, for behold I bring you tidings of great joy, which shall be to all people. For unto you is born this day, in the City of David, the Saviour, which is Christ the Lord."

Note well that the first thing the angel said was, "Fear not." Meanwhile, Herod had dispatched his wise men to search diligently for the young child. And the star which they saw in the East went before them, till it came and stood over where the young child was. When they saw the star they rejoiced, with exceeding great joy. And when they were come into the house, they saw the young child with Mary, his mother. And they fell down and worshipped him. And when they had opened their treasures they presented unto him gifts - gold, frankincense and myrrh.

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shaken by the announcement of the hydrogen bomb. And yet, those two good reporters agree that the first words of the angel were, "Fear not!" Their reporting has survived every effort to suppress it. And the angel's advice was never more timely.

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3:15

This is Ed Murrow... The name of the program is Background.

It may have been symptomatic that the Associated Press this past week began transmitting a new daily feature called "Trouble Spots of the World at a Glance". There is so much upheaval...in so many fissionable parts of the world...that it is fast becoming a case of not being able to keep up with the flashpoints without a program. Riots in Algeria, heavy fighting in Laos, revolt in Ethiopia, angry debate in the U.N.

The United Nations General Assembly is about to recess. It convened in September...attended by a host of heads of state. The United Nations had seen nothing like it since its founding. Doris Fleeson called it "a modern Congress of Vienna". Joseph Alsop said that what the world was tuned in to was "a high-class international zoo".

My colleague, Richard Hottelet, has covered the session since it began. Here is his assessment...his summing up...of what has been accomplished thus far.

(Hottelet tape)

In or out of the United Nations, Russia has been following the hard line. For two months, Russia and West Germany have been negotiating

a new trade agreement. In this, Chancellor Adenauer tried to be accommodating. From Bonn, Saniel Schorr reports what the chancellor got for his pains.

(Schorr tape)

Three days ago, the kingdom of Laos saw its heaviest fighting in recent times. Rightist troops...armed with American materiel...battled into the heart of the administrative capital. The Leftists fought back, using howitzers and heavy mortars supplied by Russia. The American embassy was shelled and set on fire.

The civil war had taken a new turn. How did it happen? What can we expect? From Hong Kong, Guy Searls reports.

(Searls tape)

The outcome in Laos has not been finally determined - that may be an understatement - but the United States government on Thursday declared its "full confidence" in, and support of, the newly created anti-Communist regime. This is regarded as the only legal government of Laos, because it was approved by the king.

General de Gaulle once said, "In the ebb and flow of battle a man must always give the impression that he is perfectly cool...must never lose faith in victory, nor relax his grip for a moment." Today the general appears perfectly cool. He shows no sign of losing faith. Nor has he, for a moment, relaxed his grip.

In the past week, DeGaulle has seen new ugly spectres arise in Algeria, like evil genii. He has seen disillusionment. But he has closed ranks...consolidated his position...and said simply in his grand manner, "The policy previously defined by the government is confirmed."

But there is no lessening of crisis. We switch now to Paris...to David Schoenbrun...for his background report.

(Schoenbrun tape)

The war in Algeria has lasted longed than either World War One or World War Two... two years longer than our own Civil War. It is the old revolution in Africa. The new revolution...that began as a palace revolt...broke out five days ago in Ethiopia. Alexander Kendrick gives us the background of that story from London, where Haile Selassie once lived in exile.

(Kendrick tape)

into Schoenbrun

Dec. 11, 1960

The referendum that may decide the fate of Algeria (and to some degree the fate of France) will be held four weeks from today. General DeGaulle is in Algeria, preaching reason, amid cries of "DeGaulle to the stake!" The war in Algeria already has cost 200-thousand lives. Must there also be civil war? We have, from David Schoenbrun in Paris, this sobering report.

(Schoenbrun tape)

We shall hear first from David Schoenbrun in Paris...then from Lou Cioffi in Algiers.

Edward R. Murrow: Background. Dec. 11, 1960.

The Democratic Platform promised "a complete examination of the organization of our armed forces". This was to be first priority for the new Administration. Senator Kennedy asked Senator Stuart Symington of Missouri to form a committee and make recommendations. That has now been done, and if the new President wants a first class battle with Congress, including many members of his own Party, with the Army, the Navy and the Armaments lobby, the Symington Report gives him his order of battle. If the new President thinks he can do what Mr. Truman failed to do, what Mr. Eisenhower with all his military prestige couldn't do, then he will try to carry out the recommendations of the Symington Committee. Both Truman and Eisenhower tried to reorganize, unify or streamline the Department of Defense ; neither one got more than twenty percent of what he was after.

The Symington Committee started off with certain assumptions, and most students of military affairs would probably agree with them. The first was that time - the ability to react instantly against aggression - is more important to us now than ever before. In the last two World Wars

we had at least eighteen months to build and mobilize our defenses. If there should be another World War we would be lucky to have eighteen minutes. Second is the need for early selection among alternative weapon systems, which would mean shortening the lead time between selecting a weapon and having it ready for use.

The Symington Committee contends that the one thing we can't buy with money is time, and that we cannot afford to build weapons systems which are obsolete before they are operational. There isn't much argument against these general principles. No one denies that there are waste, duplication and unnecessary delays in the Defense Department. The question is what to do about it. The Symington Report makes certain specific recommendations designed, it says, to prevent each service from striving to develop in itself the capability of fighting any war by itself. The Symington Report recommends doing away with the civilian Secretaries Under Secretaries and Assistant Secretaries for Army, Navy and Air. 15 in all The three Services would continue to exist, but they would be responsible directly to the Secretary of Defense. There would be a chairman of a Joint Staff, rather than the present system of the Joint Chiefs of Staff.

The Secretary of Defense would have two Under Secretaries, one to deal with weapons systems, and the other for Administration.

Recruitment, length of service, pay and transfer within the three Services would be standardized. There would be created a Military Advisory Council, appointed by the President, with no responsibilities in the service from which the officer came and to which he would not return. The Chairman of this Joint Staff would be the principal Military Advisor to the President and the Secretary of Defense.

There would be established three unified commands: one a strategic command responsible for all strategic missions; two a tactical command responsible for all limited and conventional missions; and three, a defense command responsible for the defense of this country. Each of these three commanders, who would of course have authority over designated units of the Army, Navy and Air Force, would report directly to the Chairman of the Joint Staff.

There would also be established a unified command in charge of the National Guard and the Reserve of all services. This command would also be responsible for Civil Defense.

The Symington plan would ~~also~~ require that the appropriation of all defense funds would be made to the Secretary of Defense, and presumably he would then apportion the money between the three services. This would serve to eliminate the annual battle before Congress, in which each service competes for its share of the defense dollar.

Many of these proposals have been made before, some in a milder form. Not even President Eisenhower's military prestige was sufficient to drive through the milder proposals in 1958.

Senator Symington says his proposed reorganization would result in great savings, but he says it's aimed at trying tosave the nation's neck, not its money.

Opposition to the plan will come from the Army and the Navy, from those who fear it will place too much power in too few hands - from Congressmen who have personal ~~XXXXXX~~ allegiance to one or another of the services, and who are reluctant to give up their control of the purse strings. There will also be dissent on the part of those who believe that competition in the development of new weapons systems is beneficial, and by those who contend that the 1958 reorganization of the Defense

Department has not yet had a chance to shake down.

Defense is our biggest business, both in terms of dollars and of destiny. It ought to be worth a big argument. There is widespread agreement that there is waste, duplication and inefficiency. The area of agreement XXXX as to what should be done about it is not so wide. It is a subject upon which dedicated men, military and civilian hold divergent views and hold them firmly.

No one can yet be sure what views are held by the President-elect. During the campaign he contended that our defense effort was inadequate - must be strengthened and streamlined - but as is the custom in campaigns, he dealt in generalities. Mr. Kennedy did not commit himself on the Symington Report beyond saying that it was "interesting and constructive, and merited careful consideration." The argument it has already produced indicates that [redacted] Mr. Kennedy may find a frontier almost in his own backyard, stretching from Capitol Hill to the Pentagon, with plenty of industrial interests in between - all pretty well entrenched - and with

[redacted]

a record of having held intact most of their positions against the efforts of his two predecessors.

The Symington Report may probably be regarded as a five thousand word reconnaissance, and the reaction to it may help to shape Mr. Kennedy's strategy.

into Kalb

Communist parties are known to exist in 87 countries. Party representatives from 81 of those countries...meeting in Moscow... have delivered themselves of a new Communist manifesto. The document...totaling 20,000 words...sets forth the doctrine of coexistence...and warns that International Communism will press its attack, using every possible weapon, ranging from economic subversion to armed revolt. It is an obtuse document. The Wall Street Journal complained, "Sometimes we can't see the warning for the words." In Moscow, my colleague Marvin Kalb has been studying this new manifesto. Here is his report.

(Kalb tape)

Something else happened this week that gave the West reason to ponder. Russia cast its 91st veto in the Security Council...denying United Nations membership to the new African state of Mauritania. The United States said Russia had given the new nation "a stab in the back". The premier of Mauritania accused Russia of making his country a pawn in the Cold War. Africa would remember, he said, and Soviet penetration of Africa would suffer as a result.

The question arises: Why would Russia deliberately slight a newly emerging African state? There is a clue in the fact that Russia tried at the last moment to couple the admission of Mauritania with that of Outer Mongolia - to make a deal. The majority on the Council said no thanks. And Russia proceeded to carry out its threat.

Probably, in the long run, the veto action will have small consequence. It will be quickly overtaken...and lost...among other fast-moving events. But Moscow would not have risked disfavor in this area without good reason. What <u>was</u> that reason?

The most popular theory is that Russia hoped by its action to win the good graces of Morocco. This is not reaching as far into left field as it may sound. Morocco did not want its neighbor, Mauritania,

—7

to achieve independence in the first place; it wanted to take over Mauritania for itself. Thus, Morocco was glad enough to see the veto. In fact, it is said to have asked Russia to block Mauritania's bid for membership.

Russia does have a motive for trying to please the Moroccans. The United States maintains air bases in Morocco. We have promised to give up these bases by the end of 1963. And the Russians (so the theory goes) hope that by pleasuring Morocco, they can get us out ahead of schedule...that perhaps Morocco will put pressure on us.

This is possible. But the Russians may have another reason for acting as they did in the Security Council. And that reason may lie, not in Africa, but in Outer Mongolia...in the eventual power struggle between Russia and the Chinese Communist state. Again, let's look into the background. It may help us, in Carl Sandburg's phrase, "to get the inscrutible unscrewed."

First, there is the matter of geography. The Mongolian People's Republic...otherwise known as Outer Mongolia...is about the size of Alaska. And, like Alaska, it is sparsely populated. Most of its five hundred thousand square miles is barren pasture land...used for

the grazing of yak, sheep, cows, camels and goats. / The goats alone outnumber people five to one. / And there are a few gold mines. Also, some mining of coal.

Outer Mongolia lies alongside Inner Mongolia, which is part of China. They share a 15-hundred-mile frontier, so full of twists and turns that a glance at the map shows China encircling Outer Mongolia on three sides. That is, perhaps, the most significant geographical feature. Another not inconsequential feature, is that Russia lies across the country's entire northern flank. Outer Mongolia thus finds itself very much "in between."

Peiping may speak over and over again of the "monolithic unity" between Russia and China...and of their "eternal friendship"...but there already is a tug-of-war between them in Outer Mongolia, which goes back to the days of the Manchu emperors and the czars. / The Chinese achieved dominance about two hundred years ago...only to surrender control of the region in 1911. / Then it became Russia's turn...and in 1924 Outer Mongolia became the first people's republic to be set up on the Soviet pattern. / In 1947, there was great speculation whether Inner Mongolia might not soon follow Outer Mongolia into the Russian sphere.

Then...in 1950...the Communists came to power in China, and all that →

changed. Chinese settlers...propelled by the population explosion (and political directives)...poured into Inner Mongolia from the surrounding provinces, so that the Mongols today are a minority on their own land. Five-sixths of the population of Inner Mongolia is now Chinese. No one any longer asks which way Inner Mongolia will go. It has gone.

The Chinese had shown how they could turn their problem of overpopulation into profit. Russia...reading the handwriting on the wall...began aligning itself more closely with Outer Mongolia, giving it more substantial aid, and the polite but no less earnest competition with China in this area has been going on ever since. The Russians would no sooner send in a shipment of tractors than the Chinese would deliver an automated brick plant...or Moscow extend a multi-million-dollar credit and so would Peiping. And again China began sending in workers...coolies to help dig ditches, install factories and build roads.

Last year...when he was in Outer Mongolia...Harrison E. Salisbury saw these Chinese workers everywhere. The New York Times correspondent

described them as "strong, tall, fine-looking young men who move purposefully." The Mongols, he said, are a smaller, less energetic people. And he said, "The danger of domination at the hands of the more vigorous, more advanced race is obvious."

It would seem strange in the light of this recent history...and in the nature of power politics...if the Russians vetoed the admission of Mauritania just to please the Moroccans - although it might be noted that Chinese influence, too, has been on the increase in Morocco.

On four previous occasions, Russia had tried to get Outer Mongolia into the U.N. This time it tied Outer Mongolia's application for membership to the application submitted by the new African state of Mauritania. Again the effort failed.

One day Russia may be expected to try once more. For, to her, Outer Mongolia is important. Russia and China are vying for influence - domination, if you will - in Outer Mongolia. Whichever one of them wins will possess a huge new buffer state, measuring half a million square miles. Russia could not really expect this time to secure U.N. membership for

Outer Mongolia. But...win or lose...there would be Mongolian, as well as Moroccan, good will.

This is Ed Murrow.... We shall be back at this time next week.

Edward R. Murrow: BACKGROUND. - ~~XXXX~~ Dec. 4, 1960.

Benny Shater

This is Ed Murrow.... The name of the program is Background.

President elect Kennedy is proceeding to select his Cabinet with due deliberation. From certain quarters he is being urged to make haste. It is pointed out that by this date eight years ago President-elect Eisenhower had announced his entire Cabinet. But there would appear to be no overriding reason for greater speed. It is true that those of us who write and talk about politics cannot make a reasoned estimate of the direction or the policies of the new Administration until the Senator has named the key members of his Cabinet, particularly State, the Treasury and Defense. New Cabinet members will need time to familiarize themselves with their duties to study the job — but their fitness for the post and their philosophy will be more important than their aptitude as students.

The three key men will find no shortage of problems awaiting them. If the new Administration is to move effectively it will have to move fast. It is part of our history that what a new Administration does in its first three months largely influences what it can do in the remaining months and years. Mr. Kennedy is aware of this, and has promised speedy action in many fields. The closeness of the vote is not likely to limit his freedom of maneuver in the area of foreign policy. In domestic affairs

he will have to choose between boldness and caution; and that choice presumably will be determined by how much discipline he and his lieutenants think they can maintain in the ranks of the Democratic congressmen. When he takes the oath of office he will be just as completely President, as if he had won by a landslide, and from there on he will have to exercise the art of estimating what is politically possible.

For the next six weeks we face a period of paralysis enlivened only by speculation - in some cases apprehension. This is true with our allies, the neutralists, and the Communists as well. During the campaign Kennedy contended, in effect, that the Eisenhower Administration had sanctified the status quo. He was going to change all that. If he doesn't try, many of our friends and foes abroad will conclude that the new President himself, is inclined to believe that his mandate is limited. It would seem to me that one of his most difficult decisions will be to decide how much candor to employ in dealing with the electorate. He believes that too often in the past our defeats have been made to sound like victories, and that complacency has become commonplace. He is unlikely to engage in partisan post mortems of

past mistake, for he has applauded Winston Churchill's contention that "If we devote time to disputing the past, we may lose the future". He must also be aware that much of Churchill's pre-eminence as a leader stemmed from the fact that he did not flinch or falter when it came to telling his fellow-countrymen the rugged truth - he gave them the rough with the smooth, even when it was all rough.

As President Mr. Kennedy will have to decide how much we can take. We have, I think, as a nation become allergic to unpleasant information. Most of us would prefer not to be bothered. The real question is how much the new President will decide to bother us.

Many of us have believed that we could solve our foreign problems with dollars, that a check book was more important than leadership, imagination or willingness to sacrifice. We haven't run out of dollars, we're still pretty fat, and our dollar troubles do not arise solely from our lending and spending program abroad. A lot of our dollars are going abroad for the classical, traditional reasons that cause money to move from one country to another - higher profits, lower taxes, lower labor costs, readier markets. The measures so far taken are not likely to solve the problem. Even a substantial increase

in the annual growth of our gross national product is not likely to solve it. Under existing conditions in the Western alliance, when one nation begins to become prosperous there arises a balance of payments problem, and this bedevils both economic and political relations. If the Western Alliance is to compete politically ECONOMICALLY with the Soviet Union, then economically speaking every country in the alliance, including ours, is too weak and too small, and the solution is to be found in greater unity.

There used to be a fashion in Washington of putting signs or slogans on office desks or walls, such as: "The Buck Stops Here" and, "Don't Let the Unmentionables Get You Down". If our situation is as serious as Mr. Kennedy described it during the campaign, then a very old-fashioned sign might be appropriate on several desks. It would read: "What Must We Do To Be Saved?" And part of the answer would surely be: "Tell the Folks the Facts."

lead into Hottelet....

More and more of late, Soviet Russia has used economics as a weapon. Although Soviet production...over-all...amounts to only 40 percent of that of the United States, Russia has employed economic aid among the under-developed countries with telling effect. Now it has turned this same weapon...of economics...against the United Nations./ Not aid...but the reverse./ Richard C. Hottelet covers the United Nations. And we go to him now for his report.

(Hottelet tape)

On November seventh, leaders of the Communist world arrived in Moscow to celebrate the 43rd anniversary of the Bolshevik revolution. The representatives from 81 countries celebrated...and then they stayed on for a summit conference of unprecedented length./ As the Communist leaders conferred, Pravda published an editorial denouncing dogmatists who believe that war is inevitable. /Peiping made propaganda extolling the "purity" pf Marxism-Leninism....which, according to Chinese

interpretation, holds that war may very well be inevitable. The two big Communist empires seemed at loggerheads. And then on Thursday the Moscow summit conference ended with a communique which consisted principally of a listing of who had attended the meeting. It seemed a strange meeting, not without significance. Marvin Kalb in Moscow has given us this short-wave report.

(Kalb tape)

There have been rumors that Russia may be trying to patch up its long-standing ideological quarrel with Marshal Tito of Yugoslavia. However that may be, Tito this week sent his foreign minister to Rome...the first foreign minister of Yugoslavia to visit Italy since the end of the war. In fact, there has been a whole succession of notable visitors to Italy recently. Winston Burdett reports on this curious development from Rome.

(Burdett tape)

In Scotland...a quiet nook, fifty miles from open water, is about to become host to the most powerful instrument of war ever devised by man.

~~Four months from now.~~ The Holy Loch...just off the Firth of Clyde... will become a service base for atomic submarines armed with Polaris missiles. How do the people of Holy Loch feel about having this awesome weapon of destiny serviced on their doorstep? From London, Alexander Kendrick.

(Kendrick tape)

The first Polaris submarine...the George Washington...already has put to sea. It is fully armed.

Background: Dec. 4, 1960.

From time to time this report will mention a book, for it is between hard covers that real "background" is to be found. The best of many books on that nightmare period between 1933 and 1945 is: "The Rise and Fall of the Third Reich" by William L. Shirer. No one interested in the personal, political and military phenomenon of our time can afford to ignore it. Those of us who lived and worked through that period will recognize it as a well-written slice of history based upon impeccable research, and those with no knowledge of Hitler's Germany will probably find it as fascinating as the best historical novel.

The second book is the "Memoirs of General Lord Ismay", Winston Churchill's personal Chief of Staff. It is written with candor, good humor, with no effort to justify old mistakes or revive old feuds. Lord Ismay was at the center of the web of Allied strategy, and he takes you there in simple soldier's prose. His version of what happened is perhaps more restrained than some of the books written by other Generals, but the stamp of authenticity is upon it.

Russia has just commemorated the 125th anniversary of the birth of Mark Twain. The author of "Tom Sawyer" is the most popular American writer in the Soviet Union. / Eleven million copies of his works have been sold there. What is the background of this? / It is, I submit, that Mark Twain was a master story-teller. True, he once said that... even though white-headed...he hoped in his lifetime to see the end of the czars. But he also once called the Russians a degraded people. "There is plenty good enough material for a republic in the most degraded people," he said, "even the Russians."

Yet, he called them an honest people. / And he said, "I believe that some day it will be found out that peasants are people. Yes, being in a great many respects like ourselves. And I believe that some day they will find this out, too...and then! Well, then I think they will rise up and demand to be regarded as part of the race." /

This is Ed Murrow. We shall be back at this same time next week.

Background Sunday, Nov. 27, 1960

This is Ed Murrow...The name of the program is Background.

The Kennedy Administration is going to face plenty of New Frontiers.... Some are well up on the horizon./and the Eisenhower Scouts have already reported the lay of the land.../.The Democratic expedition isn't short of water fuel,or ammunition...food supplies are allright and the jets are flying well./ But there is a shortage of dollars./the reason for this is not hard to find./ We have been spending,lending,and giving away,more than we have been taking in./The drain has been caused by our foreign economic and military aid programme./the maintainance of military establishments around the world... help to underdeveloped nations./.the competition of foreign made goods./.the moneys spent abroad by American tourists.// In short, our dollar troubles stem from a policy of unprecedented generosity to former friend and foe alike/ ...history does not record anything like it./some of our aid has been wasted ..some of it has probably been tied too tightly to military agreements of doubtfull value./we in this country have argued whether this vast outpouring of our treasure has been an act of generous humanitarian assisitance, or whether it was an action determined by national self interest.//.Whatever the reasons, we have been paymaster to much of the world./have financed the recovery of recent enemies/provided them with protection from communist agression, and aided the recovery of allies who now competex with us.//.No nation has ever done these things before ..// Some of us are surprised that the recipients have not displayed a greater sense of gratitude..but nations do not base policy upon past favours./.and it has become clear, that we cannot go on as we have in the past../.we need help./.that is why Secretary of the Treasury Anderson flew to Bermany last week../.His mission was ill prepared..he announced his terms in advance,failed to co ordinate his proposals with the State and Defence departments, and he failed, utterly./.He was trying to get the Germans to contribute about six hundred million dollars, towards the cost of keeping American troops in Germany...

The Germans said "no thanks."/it sounded too much like paying the old costs of occupation./the Germans have an election coming up next year./.their rate of taxation is comparable with ours./an American private in Germany makes about the same money as a skilled german worker..an american sargeant is paid roughly what a major in the new german army gets./.Germany is prosperous ..wants to remain that way..has no course record for generosity, or for sharing the troubles of other nations.#.they are hard bargainers as well as hard workers.//Later on they may be willing to carry more of their share of the costs of NATO, but the Anderson mission failed, as most qualified observers predicted it would....

Last week in Paris Vice President elect Johnson made a speech to the NATO Parliamentary group./.On the surface it was a call for expanding the role of NATO./But the speech must be read in the context of the dollar crisis/ ..What Senator Johnson was saying..and not too subtly to be understood ..was.. "Now its your turn"...In your hour of need we helped you..."Now, how about helping us"...Thus Johnson acted as advance man for the new Administration, altho he emphasised that that only Kennedy can speak for the ~~nnn~~ united ststes./.Johnson was speaking to representatives of all the parliaments of western europe...It was an appropriate audience...for if the NATO countries are going to relieve us of some of our financial burden, the parliaments of those countries will first have to approve./.and for them, it could mean higher taxes and some reduction in their present level of prosperity./we have carried most of the burden./our allies have come to regard us as wealthy and generous without limit, and it will not be easy for them to change..# Johnson said..."The Free World parliamentarian is challenged today, to manifest a new high degree of political courage"....He did not refer ~~specifica~~ specifically to foreign aid...but he called for an alliance aimed..not simply at deterring agression..but at combatting ignorance, injustice, and human want....and this, he said is the work of all nations now working together to maintain freedom in the world...

...Johnson said, that in America the voice of isolation has been stilled... His speech was a challenge to the NATO parliamentarians to demonstrate that in their countries too the spirit of isolation was dead. and that there was a willingness to make certain sacrafices in the common cause..

WE in this country engaged in prolonged national debate before embarking upon our massive program of military and economic aid to foreign countries. Some of our allies have concluded that its better to receive than to give. If they are to be pursuaded to carry their part of the load there will have to be some carefull and prolonged negotiations...It appears that the way we went about it in Germany is not quite the best way of getting the job done.

In his book, The Strategy of Peace, President-elect Kennedy says, that the course taken by the revolution in Cuba "demonstrates that the shores of the American hemisphere, and the Caribbean islands, are not immune to the ideas and forces causing similar storms on other continents."

Castro has been exporting his revolution. ~~On Wednesday, Haiti accused Castro of trying to foment revolt...said the students who called a general strike against the Haitian government did so on orders from Havana. Martial law was invoked as a precautionary measure.~~ Haiti is the fifth Caribbean country (Where Subversion has been Charged - ~~to charge subversion on the part of Cuba~~ in the past five weeks. The others: El Salvador, Costa Rica, Guatemala and Nicaragua. And this may be only the beginning.

For the past year, Richard Kallsen has been the CBS News correspondent in Latin America. Here is his report....

(Kallsen tape)

No one who is wise expects to find a solution in warships. The cause is less Castro than poverty...more hunger, than love of Moscow. As President Kubitschek of Brazil said the other day: "Let us not deceive ourselves. Not only in Latin America, but in the entire world, we are living in situations that are radically new...and that demand the

Murrow piece, then into Schorr as follows:

It is the estimate of the State Department that...throughout the world...Russia and Red China have 300-thousand trained espionage agents. Nowhere are Soviet agents more numerous than in West Germany. Why are so many of them there? What effect do they have on the Bonn government? On democracy? Here is the background...as reported from Germany by my colleague, Daniel Schorr.

(Schorr tape)

Two days after he was elected, Senator Kennedy announced that Allen Dulles would remain director of the Central Intelligence Agency. The business of the Central Intelligence Agency is espionage. No profession can be, at the same time, so patriotic and disreputable... and, in the world in which we live, so necessary for survival. There is an old saying: "The spy is the king's eye, and he who hath him not is blind." How intelligent is our Intelligence? George Herman has done some research on what President Eisenhower once called "this distasteful but vital necessity." We switch to Washington.

(Herman tape)

establishment of a new system of relations between the highly industrialized and the underdeveloped peoples." Who, he might have added, are impatient.

This is Ed Murrow. We shall be back at this time next week.

BACKGROUND NOV. 12 clark

The name of this program is " Background " and this is BC substituting for Ed Murrow, who is recovering from a light case of pneumonia.

Now that a measurable fraction of the American people has come down on the side of John F. Kennedy for President, and the 70 days of transition are upon us, it may be useful to take a look at the world Mr. Kennedy will have to deal with and the political tools he will have in his hands.

During the campaign, it was the President-elect's whole argument that this country has not been doing enough and that we must, as he put it, " move ahead again, at home and abroad. " He is thus committed to a program of action, and it is clear that these words were not just campaign promises. He feels strongly about them. And he has shown, before and since election day, that he knows that the ability to act of an American President .... his true political power ... is strongest at the very start of his administration, when even the most recalcitrant Congressman must interpret the people's voice as

supporting the declared aims of the new President.

And so, Mr. Kennedy is committed to ACT, and he knows that he must act fast if he is to act at all. It is not only that some of the world's pressing problems will not wait (and we'll explore some of them in a few minutes) ,... It is also that the American presidency is one of the world's most delicate political plants, and can lose its bloom in a matter of weeks. The President-elect was aware of this when he said in Los Angeles late on the campaign that, " The next President of the United States takes office on January 20 ... he then has to go to work ... his time begins to run out almost immediately. So, unless he is prepared for action, valuable time is lost, never to be regained. "

In the past, Presidents who have wanted to act, and who have seen their role as combining political leadership with orderly administration, have been able to find reservoirs of power in the office of President of the United States. The Constitution gives just a sketch of the REAL powers of the Chief Executive, and those apply to an agrarian community of 13 small states nearly two centuries

ago. The fact is that those of the 34 Presidents before Kennedy who wanted to move things from where they were, who wanted to break with the past in some ways, and who wished to lead this nation along new paths, ... the fact is they have found ways to do so. They have found them in the so-called inherent powers .... those useful abstractions, like the one to protect the Constitution itself, which the Founders of this nation wrote there to give presidents to come powers to cope with problems they could not then imagine.

As President, Mr. Kennedy will of course have the power of appointment to the chief managerial jobs of the government. The men, and women, to whom he hands the levers of power can certainly operate them differently ... for better or worse ... than their predecessors. ~~And he and his agents in the executive branch, from the Cabinet on down, can make substantial changes in many of the ways things are now done. But~~ Ultimately, much of the character of the Kennedy Administration will be determind by Congress ... the Congress that not only writes the laws but decides how much money the public purse can spend. The Congress we elected last Tuesday is different in important ways from the one whose place

it will take. The conservative coalition of southern Democrats and northern Republicans is stronger in the House. Senator Kennedy's " New Frontier " is something many Congressmen will resist crossing. And thus a powerful twist could be given to the purposes of the new Administration.

From Washington now, CBS News cspdt George Herman examines the makeup and the apparent temper of the Congress that will work with President Kennedy .....

folo Kendrick

The British may not have "sold summitry down the Thames", as Kendrick just said ... but doughty Chancellor Adenauer of West Germany is very much of the opinion that anyone who rushes to the summit is apt to find himself up the proverbial creek. The West German chancellor looks with high disfavor on an early summit meeting...which he fears might be devoted principally to the Berlin problem. He thinks the disarmament question should be taken up first. But he is not against talking with Khrushchev per se. He indicated ... only last Thursday ... that a meeting between Kennedy and Khrushchev would be a good thing. The two men, he said, could "clarify their positions." The Adenauer position is examined now by Daniel Schorr, reporting from Bonn.

~~into Schonbrun~~

So much for the moment for the anxious and interested looks across the Atlantic of our European allies as they consider the big problems of relations with the Communist world, and of war or peace. In Europe there is one particular national problem of special urgency ... the problem of Algeria and France. On this one, Senator Kennedy has spoken out very firmly in the past ... and in a way that has chilled when it has not angered many ~~parts~~ sections of French opinion. Three years ago he spoke in the Senate and declared that " United States policy cannot be tied any longer to the French " on this one. Senator Kennedy, in this speech after nearly three years of war in Algeria, took into account the strategic role of France in the western alliance, its position astride the supply lines of NATO, its unbroken friendship with this country since our Independence. But his sober calculation then was that we must do everything we can to help bring about a settlement in Algeria ... and he was quite clear that it should be a settlement ~~bringing~~ with independence to Algeria. He said then that " it has throughout history been in vain to curb the liberty of

'folo Herman

A phrase constantly recurring in Senator Kennedy's speeches during the campaign was — as we said — that it was time for America to start moving again... the promise that under his leadership America would move ahead. The phrase was picked up, perhaps in self-defense, by Vice President Nixon who said that he, too, would move America ahead ... that the Democrats held no patent rights on progress.

But, irrespective of political argument, it was a fact that in the six months since the break-up of the summit conference there had been a long pause in American initiative. This was inherent in the American political system. With an election due in November, it was natural ... and wholly logical ... for the Eisenhower Administration not to initiate any broad, new program, either in the domestic realm or in the field of foreign affairs. Any new, ambitious program it undertook ... any large proposals it made ... might be rejected out of hand by a new administration in January. President Eisenhower knew this... but, more to the point, so did our allies. And so did the leaders of the Communist world.

Now, another ten weeks must pass before a new administration does assume power. New danger signals are visible in Southeast Asia, in Africa,

another people." What was needed, said Senator Kennedy, was independence for Algeria and close ECONOMIC ties with France. Now, three years later, that war in Algeria is entering its seventh year. President-elect Kennedy will have to deal with a situation so decayed by now that even the mighty authority of General de Gaulle is not enough to deal with it, where his government is threatened with revolt from the Army and the Right, and where the Communists ... even the Chinese Communists ... are actually intervening in Algeria, just across the Mediterranean from France.

~~Our Paris correspondent David Schonebrun examines now the grave threat of Algeria, and the chances of influence by an American President with such strong views on what should be done.....~~

3 ~~into~~ schoenbrun

In that July, 1957 speech to the Senate of The United States, Mr. Kennedy said that the United States must be ready to ~~lend~~ lend all its efforts to the achievement of an Algerian settlement and, as he out it, " to assist in the economic problems which will flow from it. " His whole argument was that we could use our weight to influence France ~~[illegible]~~ ~~French~~ to make the inevitable concession of independence while there was yet time. His calcualtion was that we could get away with it, that France would not, as her politicians sometimes shamelessly threatened, abandon the western alliance and make NATO powerless.

A week after his major speech on Algeria, Sen. Kennedy rose again in the Senate to comment on the reaction to his remarks. And he gave this characteristic appraisal of the consequences of inaction, ~~in~~ by Frande and by the United States . When some settlement is forced, he said, " Who, by that time will be leading the Algerians ... the moderates with a pro-western orientation with whom negotiations might still be condicted now, or the extermists, terrorists and outside provacteurs who inevitably captures such

CLOSE

On March Fourth, 1933, at the inauguration of Franklin Delano Roosevelt, he said, " This nation asks for action, and action now ... we must act and act quickly. " Those days were surely different from these. The banks are not closed, there are not 13-million unemployed, the country is not in a state of panic and paralysis threatening the system itself.

The main threat to us is now from the outside, beyond our shores. But President-elect John F. Kennedy has said over and over again in the campaign that we must change some things on the inside of our national life so that we can deal with the threat from the outside. To do this will take action ... He has promised to ACT.

Blair Clark
This is BC in NY

15

37
125
48

in Europe and in Latin America. One has to think only of the uprising this past week in South Vietnam. Will the leaders of Russia, and Red China, accommodate us and take no injurious action until the twentieth of January?

We have reports today from two major areas in which the foreign policy decisions of President-elect Kennedy are being awaited. ~~with keen interest.~~ For it is the feeling in England and West Germany, as well as in France, that what we do affects them to a vital degree ... that we share one fate, a feeling which this first report from Alexander Kendrick in London makes abundantly clear.

a movement as the conflict drags on? Finally, " said Mr. Kennedy in 1957, " What will such a settlement in Algeria at some distant date mean to France then ? Will it not mean the loss of all her economic, political and cultural ties in Noth Africa which could still be salvaged by settlement today ? Will it not mean that France will have suffered a weakened economy, a decimated army and a series of unstable governments only to learn once again ... as she learned too late in Indochina, Tunisia and Morocco .... that man's desire to be free and indepnedent is the most powerful force in the world today ? "

THose words of Sen. Kennedy three years ago still seem to apply. The question for him now is their practical application from his chair as President of the United States.

Not used

Edward R. Murrow: BACKGROUND. October 30, 1960.

The two candidates have spent an astonishing amount of time discussing the prestige of our country abroad. Mr. Nixon contends that our prestige has never been higher, while Kennedy says we have slipped considerably. Two surveys financed by the tax payers' money indicate that in Western Europe, Kennedy's estimate is correct.

The interesting thing about this ~~dreary~~ discussion is that neither man has bothered to define the term. According to Webster's Unabridged Dictionary, prestige was once defined as "a conjuror's trick; a sorcery; an illusion or a deception". This description is now listed as obsolete and presumably neither candidate means to employ the word in that sense.

Prestige is also defined as "the power to charm; dazzle, or command admiration."

Probably the two candidates would agree that what they are talking about is "ascendency derived from general admiration or esteem, commanding position in men's minds."

It appears to this reporter that the whole discussion is boring, misleading and bootless. Both candidates started off running against

Khrushchev. That appeared to be an admirable way to avoid discussing the basic issues that divide them. / They did agree that Khrushchev's prestige was very low indeed. / Khrushchev made it clear that neither candidate stood high in his esteem. / So then they fell to discussing what the rest of the world thinks of us. I would have thought that performance is more important than prestige, and that respect were to be valued above affection.

Not even the modern computer, which makes us more and more the prisoner of electronic tubes, can isolate the elements of prestige. The Swiss enjoy a measure of it, because they pay their taxes and run their hotels well. The British, because they maintain a decent respect for a man's ~~XXXX~~ privacy; the French, because they are willing to examine that most dangerous and explosive of all commodities - ideas - without fear. / The Germans have a certain prestige resulting from hard work and attention to detail. The list is endless. Historically , great nations have been both feared and envied. That is the price of power. But the successful ones, in their days of success, have not been

greatly agitated about their "prestige" abroad.

For what it is worth - based upon ten months of recent travel abroad - I am persuaded that our prestige in the accepted sense is, in fact, declining. The answer to it is neither to deny the ~~XXX~~ fact, as Mr. Nixon does, nor to say without being specific - that "We must get America moving again" as Senator Kennedy advises.

The foreign image of this country will be determined, not by what the candidates say, or by what the Voice of America broadcasts; it will be determined by what we are - by our example. We will, I think, never be regarded as truly great, in other than the purely material sense, by the nations of Africa and Asia, until we succeed in solving our own domestic racial and social problems. The extent to which we will be admired and imitated will depend ~~XXXXX~~ upon what we are, not what we say we are.

If our prestige abroad - however you define it - wasn't low when this campaign began, it has probably been lowered in the process. Public, capsuled commitments, on the offshore islands and on Cuba do nothing to enhance our reputation for restraint, and careful calculation of policy. They resemble more, shooting craps with destiny in the eye of a television camera.

The fact is that these two able, apparently tireless young men engaged in implacable pursuit of the presidency, have different visions of what this country should be. You may find those differences in their Party's platforms and in their more serious pre-campaign writings. One is entitled to mild regret that they have not paid the voters the compliment of expounding those visions in a coherent fashion, rather than engaging in the kind of discourse which history will probably regard as both dangerous and frivolous.

CBS RADIO NETWORK

BACKGROUND

Sunday, October 30, 1960
12:05 - 12:30 P.M.

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

MURROW: ... The United Nations Assembly is still meeting, though its business has been somewhat overshadowed by domestic politics since the departure of heads of government earlier this month. It was assumed when Khrushchev left that he had won nothing. It was a wrong assumption. Here with me is Richard C. Hottelet who covers the United Nations. Dick, how did the assumption come about?

HOTTELET: Actually, Ed, it was clear even before he departed that Nikita Khrushchev had left his mark on the United Nations. Some people dismiss his table pounding as boorish bad manners and take comfort from the fact that he Soviet Union was voted down several times in the General Assembly. They also point out that he did not get everything he wanted in New York; he did not get Red China into the UN; did not succeed in forcing Secretary General Hammarskjold's resignation or in reorganizing the secretariat as an impotent three-headed monster. But the fact that Mr. Khrushchev was not immediately one hundred per cent successful, does not mean that he failed. And that, as I said, was apparent even before he left.

His uninhibited raving certainly shocked all those who prefer to see international diplomacy carried on rationally and with decorum. But to the less sophisticated, those who are making their first appearance on the world stage, to some of the uncommitted nations who have no particular stake in procedure, the Soviet Premier conveyed an impression of brute strength. He posed as a man strong enough to disregard or destroy whatever stands in his way. After he broke up one session of the Assembly in disorder - something that had never happened before - everyone, including the United States, could be seen leaning over backwards not to give him any cause to do it again.

And the neutral nations have been less inclined than ever to take sides in questions that could give rise to controversy. The Soviets for their part, and their satellites, have kept pounding away with all their strength for the objectives that Khrushchev laid down. In the field of disarmament Communist spokesmen are still making their maximum demands and are threatening as before to walk out of the discussions whenver they feel they have had enough. They are still aiming for a special session of the General Assembly next spring as Khrushchev proposed and it's altogether possible that he will getit on his terms.

The Soviet bloc is also blasting away at a more concrete target, Secretary General Dag Hammarskjold. Since Khrushchev left, most of the work at the UN has been divided among the full assembly and seven committees which deal with specialized subjects. Everyone has kept his shoes on and no one has pounded his desk, but hardly a day has gone by without a bitter attack upon Hammarskjold personally or upon his organization.

The Budget Committee which deals with what you might consider the dry and undramatic details of money and housekeeping, gives off showers of sparks as the Communist nations try to stalemate the Secretary General by cutting off his funds. They want next year's budget cut by a flat 25%. They refuse to pay for UN activities of which they disapprove, such as the UN special representative for Hungary and the UN commission for the unification and rehabilitation of Korea. The Communists denounce as illegal the special field missions that Hammarskjold has sent abroad to places like Laos, Lebanon and Jordan, to alleviate tension and to establish a calming UN presence.

As far as the Congo is concerned, where the cost of the United Nations program will total hundreds of millions of dollars, a Communist spokesman declared that the Soviet bloc wanted nothing to do with what he called "this dirty business." At the same time, however,

the Soviets want to eliminate the principle that individual countries will be represented in the UN Secretariat staff according to the level of their contributions. Instead they want Communists to be assigned as many top jobs as Westerns which would of course insert more men, at all levels of the Secretariat, to carry out Soviet directives.

Abuse is heaped upon Hammarskjold and the organization in all the committees whether the subject is refugees, surplus food, legal concepts or a dispute over (indistinct) And there is every expectation that it will go on systematically, purposefully.

People who know Hammarskjold say that this pressure will not move him to resign. Nor will it influence his action in the Congo or inside the Secretariat. But it is admitted privately that the Soviets have already achieved part of their goal. By making Hammarskjold a controversial figure, they have seriously reduced, if not destroyed, his effectiveness in future crises. There had been talk that Hammarskjold might use his diplomatic skill in such highly charged issues as South African apartheid. There had been a faint hope that if negotiation of the Algerian problem was possible at all, Hammarskjold might be helpful in starting it. And looking ahead in Africa, the lid is still on in the Portuguese colonies of Angola and Mozambique, but they could well become another Congo. Next time the Soviet Union can be counted on to veto the kind of UN operation that blocked their plans this summer - and if an appeal were taken to the General Assembly the mood of this session makes it most unlikely that the assembly would override the veto.

All this seems to boil down to one concrete political fact: The ability of the United Nations to move into a power vacuum, as it moved into the Congo last summer, has been paralyzed. The whole hopeful concept of preventive diplomacy in the name of all nations to limit the spread and the effects of the Cold War, has been made null and void. Nikita Khrushchev, who told us that he came to New York to

plant a seed, may well be satisfied with the way it has begun to grow.

Now, over to Ed Murrow.

MURROW: France is undergoing a new crisis. President de Gaulle has won a vote of confidence - but there is unrest. The crisis has military roots. It is also a crisis of conscience. And the conscience has to do with Algeria, where Frenchmen have been fighting a Moslem population which wishes to be free. My colleague Lou Cioffi has just returned to Paris from Algeria. Here is his short wave report.

CIOFFI: In Algeria today there is a feeling of revolution - the same kind of atmosphere that prevailed just before the uprising of May, 1958, and the insurrection of last January. But one thing has changed. The plotters and conspirators are not going to take the initiative this time. They were hurt badly by General de Gaulle during the January affair. They're going to wait for the revolution to break out in France. Because this is one of the main and probably last hopes of the extremists in Algeria who see day-by-day their dream of a French Algeria being systematically destroyed by the policies and statements of General de Gaulle.

But to talk of only the extremists would not be giving a fair picture of Algeria, bot there are three elements which are playing a part in that country's destiny: The Army, the Europeans and the Moslems. And while the three are in themselves independent they're also interdependent because what each does affects the other.

It might be well to take them one at a time. The Army since the revolution of 1958 has worked hard to wage what it calls a war of subversion. Alongside military operations it builds schools, hospitals, entire villages. Military doctors treat tens of thousands of civilians each month. Soldiers teach in the classrooms. The Army is convinced that it can eventually save Algeria for France by giving the Moslems the economic, social and political equality that have

so far been lacking. But, it complains, that each time de Gaulle hints at the possibility of independence then he is sabotaging their work, pushing the Moslems into the arms of the F.L.N. The Army is disillusioned but it is also trapped. There is no General de Gaulle to call upon this time. And a military coup d'etat would not be as easy as it would have been in 1958 when the French population would certainly have sided with the army over the old Fourth Republic. Today the army sees the popular support de Gaulle enjoys in France and knows that it will not be greeted in the streets of Paris by cheers and shouts but rather by barricades. And the army has no real desire anyway to start a civil war. Under these circumstances the army is being forced to follow de Gaulle's orders. Officers I've spoken to say they'll accept a negotiated cease-fire. But they also insist that they will not leave Algeria for a long while. They especially will not leave under conditions which would make it appear that they've lost the war. That's something the army will not accept.

The Europeans can read the writing on the wall. Every speech by de Gaulle makes it clearer that a French Algeria is dead and that no matter what middle ground solution is reached in the meantime, independence is the logical outcome of de Gaulle's policies. And they are afraid. There are one million Europeans in Algeria. A little more than half are of French ancestry, the others Italian and Spanish. Most of the Europeans have been in Algeria for several generations. It's the only home they know. Many so-called Frenchmen there have never even seen France. They know that in a Moslem Algeria they will slowly but surely be forced to leave, that Moslems will take over the majority of civil servant jobs, will break up large land holdings. In short, that the era of European superiority and privilege will end. They know that there is one way to avoid this, revolution. But without the army on their side there's nothing they can do. They learned that in January. So they

wait for the army or for their friends in France. They wait for the revolution which they'll happily join but not start.

The Moslem just waits for peace. For years he's been the cheap labor, the second-class citizen who was often promised equality but never quite achieved it; who was called a Frenchman and found that his identity card read: French Moslem; who saw a few Moslems rise to exalted positions within the French government itself but who saw too many others go without education. For six years of war it has been the Moslem who has suffered most from both sides, the army and the rebels. During six years he has never really taken sides. The Moslem peasant, uneducated, just wants to be left in peace. But those of the city would undoubtedly vote for the F.L.N. if that choice were given them. And they are encouraged that the day is coming when there will be an Algerian Algeria. But they've heard promises before and so they wait, knowing as does the army and the Europeans that the future of Algeria now depends on what happens across the Mediterranean; on whether General de Gaulle can force an end to the war, an end to the interior conflict which is building within France itself.

And now back to Ed Murrow in New York.

MURROW: Thank you, Lou Cioffi. This is Ed Murrow. We'll be back at this same time next week.

ANNOUNCER: You've been listening to BACKGROUND, with Edward R. Murrow, a recorded presentation.

Now a special message from CBS News.

SCHOENBRUN: This is David Schoenbrun, normally stationed in Paris, if the word "normal" can be applied to any news assignment in these troubled and busy times. I've just flown in to join the CBS News team in the closing days of the election campaign and to get a close look at my own country, so that on my return to post overseas I'll be better prepared to report and interpret foreign news from the viewpoint of an

American. This reporter has always felt that the title "foreign correspondent" incorrectly describes the nature of our work overseas. I prefer to think of myself not as a foreign correspondent but as an American correspondent abroad. And to carry out this principle I come home regularly to report American national news or just to visit with my fellow citizens. Modern communications have now reached the point there it is possible to move so rapidly between Europe and America or Europe, Africa and America that these huge continents have almost become one in terms of a news assignment.

Recently I was in Houston, Texas, listening to John Kennedy discussing the religious issue with churchmen, and one day later I was in Paris listening to leading scientists at UNESCO, the United Nations Educational, Scientific and Cultural Organization, discussing the dangers of racial and religious prejudice in the world. The head of the American delegation to UNESCO told me how concerned he was about the fact that racial and religious issues back home are making it difficult for our diplomats to win the friendship and the trust of the newly independent nations in the world, particularly in Africa. It's a sobering thought to realize that a new nation will be joining UNESCO at the rate of one-a-day for the next two weeks. As of today UNESCO has 84 member states but by the time of the general conference in mid-November, the membership of that UN agency may be 100 and no one can be sure just how these new nations are going to line up in vote. At the UNESCO general conference in November there'll be one big question on the agenda, the admission of China. This reporter will be back in Paris for that conference - and at that time CBS News will bring you from Paris two new radio reports that mark an important development in broadcasting.

CBS pioneered radio news broadcasting from overseas about a quarter of a century ago, and those who heard them will never forget Edward R. Murrow's stirring wartime reports from London. But

until now general world newscasts have always originated in America, mostly in New York or Washington. But beginning November 28th, CBS Radio will pioneer a new approach to the news by presenting every week-day a world report originating from Paris - and on that particular report American news will take its place along with other world points according to the importance and the interrelationship of the events of the day.

It used to be said in the last century that the flag follows commerce. It might be said in these times that the flag follows the news. Wherever news is made, America and Americans must be present.

This is David Schoenbrun reporting from New York.

ANNOUNCER: ... CBS Radio Network.

Trans. P. O.

Edward R. Murrow October 30, 1960

This is Ed Murrow — Background —

This is Reformation Sunday. Four hundred and forty-three years ago, Martin Luther posted his heretical theses and broke with the Church of Rome. But in some Protestant churches, this is more than the anniversary of the German Reformation. Plans were made by an organization called the National Association of Evangelicals, to launch a new, massive attack on the candidacy of John F. Kennedy. It is too early to know to what extent the attack is being carried out. Officials of the National Association of Evangelicals claim that "appeals for action" went out to thousands of ministers, in all fifty states.

The largest Protestant organization in the country...the National Council of Churches...is taking no part in this political program. The Reverend James Wagner, president of the Evangelical and Reformed Church, said that in his judgment, any use of Reformation Sunday "for the fostering of prejudice against a presidential candidate, on religious grounds, would be nothing short of sacrilege." Dr. George L. Ford, director of the National Association of Evangelicals, takes the position that it is not bigotry to say people should think about the separation

of church and state.

The National Association of Evangelicals...which opposes Kennedy... was once part of the National Conference of Citizens for Religious Freedom, the group of 150 Protestant churchmen presided over temporarily by Dr. Norman Vincent Peale. The National Conference of Citizens for Religious Freedom met early last September and issued a manifesto declaring the Roman Catholic Church to be a political as well as religious organization. It is "inconceivable", the manifesto said, that a Catholic president would not be under extreme pressure by the hierarchy of his church. The statement intimated that election of a Catholic president would breach the wall of separation between church and state.

The manifesto was greeted by a storm of criticism from both Catholics and Protestants. The Reverend Benjamin Minifie, rector of New York's Grace Protestant Episcopal Church, called the statement "entirely unnecessary, repetitious and an incitement to bigotry." Dr. Reinhold Niebuhr accused Dr. Peale and his associates of "blind prejudice". A few days later, Dr. Peale resigned from the Conference of Citizens for Religious Freedom. "I was not duped," he said. "I was just stupid."

The manifesto hurt Vice President Nixon, who said religion had no proper place in the campaign. Since Dr. Peale is a Republican, there was an appearance of political motivation...which the churchman denied. Moreover, Senator Kennedy...who had also sought to play down the religious issue...now felt called on to re-state his position. He already had pledged himself to uphold the separation of church and state, in terms at least as strong as Al Smith had done, thirty-two years before. Al Smith said: "I recognize no power in the institutions of my church to interfere with the operations of the Constitution of the United States, or the enforcement of the law of the land. I believe in absolute freedom of conscience for all men, and in equality of all churches, all sects, and all beliefs before the law as a matter of right, and not as a matter of favor. I believe in the absolute separation of church and state."

Senator Kennedy told the Greater Houston Ministerial Association on September twelfth: "I believe in an America where the separation of church and state is absolute, where no Catholic prelate would tell the President (should he be a Catholic) how to act, and no Protestant minister

would tell his parishioners for whom to vote, where no church or church school is granted any public funds or political preference, and where no man is denied public office merely because his religion differs from the President who might appoint him or the people who might elect him."

The Houston speech was effective. A minister who was there said: "Was it really the young senator from Massachusetts who was on trial, or was it we?" The Houston speech was so effective that...in some cities...the Democrats are running it again on THE AIR. The chairman of the Republican National Committee calls this "bigotry in reverse". The Democrats say they are trying to reach people who oppose Kennedy simply on grounds that he is a Catholic.

While today...in some pulpits...Protestant clergymen are telling their parishioners how to vote, a pastoral letter has been read from all Roman Catholic pulpits in Puerto Rico, forbidding members to vote for Governor Munoz' Popular Democratic Party because the party has supported birth control. Governor Munoz has called the letter signed by Puerto Rico's three Catholic bishops "an incredible and unjust intervention in the political liberties of Puerto Rican citizens."

A spokesman for the Vatican said the bishops were within their authority in issuing the edict but stressed that the action was restricted to Puerto Rico and to the "particular and special" conditions of the island. And here in New York, Cardinal Spellman said that a Catholic disregarding the pastoral letter would not be committing a sin. A spokesman for Senator Kennedy said any church intervention in voting was "wholly improper and alien to our democratic system."

Kennedy says he has shown by his record in Congress that...politically.. he is independent of the Church. He bucked the Catholic hierarchy in supporting the appointment of Dr. James B. Conant as ambassador to Germany. He favored aid to Communist Yugoslavia, and he has been against allocating federal money to parochial schools. Kennedy is, himself, a product of secular education. He attended Choate Preparatory School, founded by an Episcopalian, and Harvard University, which was founded by Puritans - "unspotted lambs of the Lord." Until as late as 1865, the board of overseers at Harvard was jointly representative of church and state. The first benefactor of Harvard was a Puritan preacher who gave the school 260 books.

The religious issue is more clear-cut today than it was in 1928... although, as Douglass Cater points out, the frank expression of religious prejudice has, by and large, gone out of style. Nixon and Kennedy have the same long-range objectives. They agree on aid to the under-developed countries, on the need for economic growth, a strong military, and peace with justice. ~~Their~~ They agree as to goals; their disagreement lies in how the goals may best be achieved. With so little between them in the way of objectives, the fact that one candidate is a Catholic stands out.

In 1928, a major issue was Prohibition. In this, the goals of the two candidates were direct opposites. It was something the candidates could lock horns over. And people loathe to confess religious prejudice ~~(there were some then~~) could say they were against Al Smith because he wanted to repeal the Eighteenth Amendment.

In his introduction to the book "Religion and Politics", Lewis Jones speaks of the new generation of Americans which has grown up since 1928. This generation, he says, came of age in the course of a brutal war unleashed by the avowed advocates of hate and prejudice. He feels that

these young men and women, on the whole, are more politically sophisticated, more inclined to judge a man...or a candidate...by what he is and does than by stereotypes of his creed, color, or race. There are signs that this is so. In 1958, Catholics won the governorship of seven states, two for the second time. Eight Catholics were elected to the Senate. Kennedy was re-elected with more than 800-thousand votes to spare, the largest majority ever achieved in Massachusetts by any candidate in the history of the state.

The religious issue is the imponderable...the iceberg...in this election. Its dimensions are not known. Too much is hidden for accurate measuring. Many observers (who thought they had a true measurement) guessed wrong in the West Virginia primary. They did not think Senator Kennedy could possibly win in a state where 97 percent of the voters were Protestant. They were wrong, and the senator...prematurely... said the religious issue was dead, buried in the mountains of West Virginia.

Religion is being discussed. It is an issue in the campaign (though ~~and will not disappear with a turning of the head~~ many issues are more important) and will not disappear with a turning of the head. But

certainly it is the word and record of Senator Kennedy that should be weighed, not his religion. The same goes for Mr. Nixon. Article VI of the Constitution says that no religious test shall be required as a qualification to any office. The Constitution either means what it says, or it means nothing at all.

lead into Hottelet.....

The U.N. assembly is still meeting...though its business has been somewhat overshadowed by domestic politics since the departure of heads of government earlier this month. It was assumed when Khrusuchev left, that he had won nothing; it was a wrong assumption. Here with me is Richard C. Hottelet, who covers the United Nations. Dick, how did the assumption come about?

~~Here with me is Richard C. Hottelet, who will examine this question of how Khrushchev made~~

lead into Cioffi.....

France is undergoing a new crisis. President deGaulle has won a vote of confidence, but there is unrest. / The crisis has military roots. / It is also a crisis of conscience. And the conscience has to do with Algeria...where Frenchmen have been fighting a Moslem population which wishes to be free. / My colleague, Lou Cioffi, has just returned to Paris from Algeria. / Here is his short-wave report.

Dith

MURROW: Thank you, ~~David Schoenbrun.~~ Lou Cioffi.

This is Ed Murrow. We shall be back at this time next week.

Edward R. Murrow: Background. Oct. 16, 1960.

This is Ed Murrow. The name of the program is BACKGROUND. The two candidates have been engaging in capsulized comment on Quemoy and Matsu. It would be very old-fashioned indeed to suggest that in doing so they are playing with dynamite. They are, in fact, involved with something far more lethal. Neither man can know now the circumstances that will surround the next crisis over the offshore islands. Neither man can be sure of what the relations between Russia and China will be, what the attitude of our allies would be, what tactics would be employed by the mainland Chinese or by Chiang Kai-Shek.

Mr. Nixon, in his latest utterance, pulled back somewhat from his earlier statement that the islands should be defended at whatever cost as a matter of principle. He has now aligned himself with the position of President Eisenhower and Secretaries Dulles and Herter. Nixon now says we should take action if an attack on the small islands should be the prelude to an attack on Formosa. Kennedy continues to say that the islands are not included in our treaty with Chiang Kai-Shek - that they should be defended not as free territory, but only as part of the defense of Formosa; and that in themselves they are not worth the bones of a single American.

It would seem to this reporter that the next President of the United States will have ample opportunity to make fateful decisions at the brink, and there is no urgent need to ad lib those decisions on television when the circumstances surrounding them cannot be foretold. Every time we guarantee a piece of real estate we pledge our national honor, and we place at least part of our fate in the hands of the government to which the guarantee is given. It is not always possible for the guarantor to make good on his promise. For example, Britain went to war in 1939 because of her guarantee to Poland; and she could do nothing effective to aid the Poles when the time came. But the war was real, nonetheless.

It might be useful to review the history of our recent relations regarding Quemoy and Matsu. The last major crisis occurred in the Autumn of 1958. At that time Mr. Herter said: "Anyone can see from looking at the map that these islands are not strategically defensible in the defense of Formosa." And he added that the Nationalist Chinese "have a fixed devotion to these islands which is almost pathological." Mr. Dulles said Chiang Kai-Shek had been rather foolish to have so many of his troops on Quemoy. President Eisenhower agreed

about that and added that: "As of themselves the islands are not greatly vital to Formosa." At that time we tried to persuade Chiang Kai-Shek to remove part of his forces from the islands, and Mr. Dulles wrung from him the promise that he would not attempt an invasion of the mainland unless asked to do so by a revolutionary movement there. Now Chiang is talking again about re-conquering the mainland. Without massive American help, or perhaps even with it, this is a military absurdity. Chiang has not reduced his forces in the island group. According to Denis Warner in a recent issue of THE REPORTER, Chiang still has approximately eighty thousand troops on the island group, one-third of his total effective force. The beaches are heavily mined, and the batteries of eight-inch and one-fifty-five guns are well sighted. Nationalist generals contend they could withstand a siege of several months, even if supplies from Formosa were interrupted. So far, the Chinese Communists have made no serious effort to interrupt those supplies. The Nationalists, for their part, have big guns that could command the entrance to Amoy Harbor - could deny the port to British and other merchant shipping, but they don't do it. Both sides shout at each other with loudspeakers, send propaganda balloons aloft, use spook ships at night. The Communists

have a vast complex of jet airfields within striking distance of Formosa, and they have nearly three hundred thousand troops concentrated close to Quemoy. The Quemoy defenses appear to be adequate against artillery fire, but not against aerial bombardment. But the Nationalists are now outnumbered in jets by a ratio of about five to one.

If the Communists were to launch a determined full-scale amphibious attack against the islands, we would again be faced with the nasty choice of retreating under fire or of fighting a military action in a position which no commander would deliberately choose. Such a military action would involve an effort to take out the airfields and gun positions on the mainland. This the Chinese Nationalists cannot do by themselves.

Back in 1958 Khrushchev claimed that American bombs on the mainland of China would mean Russian rockets on the east coast of the United States. At that time our European allies made it perfectly clear in private that they would have no part of a war over Quemoy and Matsu, and that we would, in short, have to go it alone.

It is true that our position regarding Quemoy and Matsu has been and still is exposed and equivocal. But the very ambiguity of our position has probably served to restrain both the Communists and

Chiang Kai-Shek. To give to Chiang Kai-Shek any more of a blank check than he now has would tend to give him increased power to determine the issue of war or peace.

The fixed purpose of the Chinese Communists is quite obvious. It is not merely to get Chiang's forces out of Quemoy and Matsu. Their objective is not only Formosa. It is to eliminate American presence and influence in the Pacific, and that of course includes Japan. Chiang Kai-Shek's fixed purpose is the re-conquest of the mainland. This cannot be done without war, and he has no chance of success in war without American aid. This is not a pretty picture. Indeed, the conflict between Communist China and ourselves may well turn out to be more irreconcilable than that between our country and the Soviet Union.

A start might be made by attempting to neutralize the offshore islands, thereby eliminating the myth that Chiang might use them as stepping stones for an invasion of the mainland. This would eliminate one Communist excuse for aggressive action, but would probably merely increase their pressure upon Formosa. This might in turn require from us even stronger guarantees in that area, including the prevention of a coup d'etat. This reporter does not pretend to see the outlines of the

wise or effective policy. And he is entitled to doubt that either presidential candidate at this point in time sees clearly what the national interest and honor may demand at some future time. But one thing would seem to be reasonably clear, and that is that there is no profit and much danger in mortgaging future policy under the glare of lights in a television studio.

If a solution is to be found, it will not be in this kind of arena. It may be interesting - may be a good show - to watch two unusually expert and agile young men try to deal with this question. But there is no good in it. If a solution is to be found, it will have to come in the oldfashioned way, through prolonged, tedious, tough and exasperating negotiations. And in those negotiations we shall have to have regard not only for our national interests and those of Chiang Kai-Shek, but for those of our allies as well.

Murrow: The Chinese author, Lin Yutang, wrote an article recently which was published by the Nationalist Government. The article called Formosa "a showpiece of democracy". But last week a trial was held on Formosa which gave the Nationalist Government a black eye. Trials are symptomatic of the societies in which they occur. It can almost be said of governments that by their trials ye shall know them. One recalls the trials of Dreyfus, Sacco-Vanzetti, the Scottsboro boys and even Powers. The trial on Formosa attracted world attention. I cabled Guy Searls in Hong Kong for a report.

(Searls tape) (See Attached copy)

Murrow: A new Five Year Plan has been voted in India. It is the third economic program India has adopted since gaining independence in 1947. And it is an understatement to say that on the success or failure of the new program much depends. For India is striving by democratic means to achieve the same level of industrialization which Communist China seeks through the ruthless apparatus of a totalitarian state. From New Delhi, Arthur Bonner has sent us this report.

(Bonner tape) (See attached copy)

Murrow: Eight days ago, before leaving New York, Prime Minister Nehru held a news conference in which he spoke of the ideological conflict between Russia and Red China -- which is to say, the disagreement between them over the inevitability of war. Since Mr. Nehru's comment has not been published, I should like to submit for your listening this tape recording of what the Indian prime minister said. The reporter you hear first is Daniel Schorr.

(Nehru tape)

(Ediphone will provide transcript of this portion)

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CBS NEWS

Office Communication

to: Draft of script used for recording for Murrow--(Lei Chen case ~~as requested by Bliss) recorded October 10, 1960~~

from: Guy Searls

SEARLS: A chronic ailment of the Chinese Nationalist government has been its inability to keep on friendly terms with its friends.

Nations--and peoples--wanting desparately to help the Nationalists in their fight against the Communists, all too frequently have been repulsed by the internal conduct of the Kuomintang government.

Since 1949, when the Communists conquered the China mainland and the Nationalists were forced to flee to Formosa, much has been done to heal this chronic trouble.

The Nationalists have been more efficient, more graft free, and more democratic than ever before.

Last week, however, much of the goodwill built up during the past ten years, suddenly came crashing down.

The cause was a sedition trial in which three men were sentenced to prison terms ranging from five to twelve years. Under most circumstances, such a sedition trial would not have attracted much attention.

But in this particular case, the three men involved had taken key roles in the formation of a new political party on Formosa. Their arrests--just before the new political party was to hold its inaugural meeting--gave the appearance that the Nationalist government was acting in a dictatorial manner to suppress democratic freedom.

The government, and the ruling Kuomintang party, deny that the arrests had anything to do with the formation of a new political party. A case of sedition was discovered--the Nationalists say--and those involved were naturally arrested.

The leading man of the three arrested was Lei Chen, a tall, bald-headed man who was publisher of the fortnightly magazine, Free China. He was sentenced to ten years imprisonment on charges of knowingly providing cover for a Communist agent, and for spreading propaganda for the Communists through magazine articles.

CBS NEWS

Office Communication

to:

from:

add 1 Murrow

The other two men, both subordinates of Lei Chen on the staff of the magazine Free China, were Liu Tsu-ying, who was sentenced to twelve years in jail for plotting to overthrow the government, and Ma Tsu-su, who received a five year sentence for failure to report earlier affilitations with the Communists.

All three men pleaded innocent. And unfortunately for the Nationalists there are many people in Formosa--as well as overseas--who believe the men are innocent.

Lei Chen claims that he never knowingly provided cover for a Communist Agent--and that the critical articles printed in his magazine were not seditious Communist propaganda but sincere democratic arguments aimed at improving the government.

Liu Tsu-ying admitted that he originally came to Formosa under orders to propagandize for the Communists and that he had so informed Lei Chen.

However, he said, he never actually had done any work for the Reds. Ma Tsu-su also admitted contacts with the Reds before going to Formosa, but claimed he had cooperated with the Communists only as a means of getting them to drop their guard so he could escape to the Nationalist stronghold.

Actually, even under Western trial standards, sufficient evidence was given at the trial to have proven at least a technical violation by each of the three men against the nation's sedition laws.

The cases were not proven as serious, however, as earlier Nationalist press statements implied. And the timing of the arrests was not reasonably explained.

So, the problem still remains. Were the men really so guilty as to warrent such heavy prison terms--or was the government merely wanting to halt the formation of a political party which might someday challenge its power.

CBS NEWS

Office Communication

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The United States government, for its part, has refused comment on the trial. The State Department says it is an internal problem of Nationalist China.

But the entire unfortunate affair has raised worldwide question over the integrity of the Nationalist government--and the United States--as its friend and frequent champion--must unhappily share to some extent in the embarrassment.

Now back to Edward R. Murrow in New York.

FOR MEMORANDUM

for Background

Arthur Bonner
Sept 12 1960

BONNER: Almost anywhere you look in India there is a new building of some sort, whether it's a single room community center in a mud-walled village or a cluster of factories on the outskirts of every major city and town. Ten years ago, India had to import most the manufactured products that it needed. Now it is self sufficient in a wide range of finished goods -- from telephones to steam engines and freight cars for the railroads. Yet wheverever you look in India, you can also see great poverty and neglect. Much remains to be done. Indians blueprint their hopes for the future in a series of five-year plans, and they are now discussing the outline of the third five-year plan, covering the period from next April to March of 1966. A major aim of the third plan will be to increase production of feed grains by about 35 percent to make Indian self-sufficient in feed. A second major aim is to expand industries; Indians hope to increase steel output to ten million ingot tons, increase coal output by 83 percent, iron ore output by 167 percent, machine tool production by 400 percent and expand the railroads to handle 45 percent more freight.

The irony of the third five-year plan is that it is less than India needs to do but probably more than it can do. The population is increasing at the rate of about eight millions a year. Even with all the new jobs provided by the third plan, unemployment will be greater at the end of it, than it is now. Many more houses will be built, but slums will increase even faster. Self-sufficiency in feed grain production would only eliminate the need for feed imports -- it would not provide more feed for the millions who live on a subsistence diet.

Dear Eddie Blair

Thanks for the letter will be writing soonest.

Regards

Guy

It is hoped to double the expenditure on education and provide schools and teachers for an additional 17-million children between the ages of six and eleven. But even if this can be done, only eighty percent of the children between six and eleven will actually be in school. After that, there will be a tremendous dropping out. ~~The best that India hopes to achieve by 1966 is to have 15 percent of the children from eleven to seventeen in school -- that is, only 15 percent with the equivilent of an American junior high and high school education.~~

Yet these targets are probably overambitious compared to what can be achieved. It is expected that when the second plan ends next march only 75 percent of its aims will have been fulfilled -- and there is no reason to believe that performance during the third plan will be any better. There are several reaons for this. Indian administrators and technical experts have a lot to learn. For instance, two blast furnaces, at two of the new steel mills built during the second plan, are now standing idle. A third blast furnace will soon be finished and that too will stand idle. No one wants to admit responsibility for what went wrong. Some say it is a lack of coal and others say it is a lack of freight cars to move the coal. Anyway, something went wrong someplace.

Another thing that may prevent full achievement of the targets is a lack of foreign exchange. The third plan will cost the equivilent of about 23.6 billion dollars. Indians believe they can raise most of the money needed to pay internal costs, but they are wondering where they will get the equivilent of 4.6 billion dollars necessary for pay external costs. The money

earned by India's experts is needed to pay for current consumption -- to keep the people fed and to provide raw materials and replacements for existing factories. Thus the entire 4.6 billion dollars in foreign exchange needed for the third plan must come from foreign aid. India hopes to get about half of this from the United States, about one quarter from Britain, Canada, West Germany and Japan and the remaining quarter from Russia and the other East European countries, notably Czechoslovakia.

Since both candidates in the American Presidential election support the foreign aid program, and since American leaders in recent years have repeatedly praised India as a great democracy worthy of our help, it can be expected that India will get substantial aid from the United States. Still, the amount needed for the third plan is double the amount that was needed for the second plan. And, with the increasing demand from Latin America and Africa for help from the United States, it remains to be seen whether India will get all that it needs.

But even if the third plan targets are not fully achieved, there will be no imediate political threat within India. There is no sign that a majority of the people -- or even a substantial minority -- are restless and eager to change their form of government. The strength of the Communist Party is limited to a few areas, like Calcutta and the states of Andhra and Kerala. However, the very process of industrialization and the spread of education creates instability -- more and more people become aware of their poverty and demand that their government do something about it.

Indian leaders hope to avoid a crisis by reaching what economists call the "take-off" -- that is, the time when the economy becomes self-generating; when factories produce exports to pay for imports to build new factories and when subsidiary industries spring up without any need for planning. At the beginning of the 2nd plan, Indians talked of reaching the take-off stage at the end of the third plan. Now, on the eve of the third plan, they talk of reaching it at the end of the fourth plan -- that is, by 1971. The achievement of the take-off stage cannot be postponed indefinitely -- Indians are a patient people, but even their patience can be taxed. Democracy in India must either provide for the demands of an increasing population or be overwhelmed.

Now back to Ed Murrow in New York.

6:67

MURROW: That was Prime Minister Nehru being interviewed by Dan Schorr.

This is Ed Murrow. We shall be back at this time next week with a special program commemorating the fifteenth anniversary of the founding of the United Nations.

Joe Johnson
Carnegie Endowment

E.R. Murrow: Background. October 2, 1960.

I shall try to say a few words about the great debate that wasn't. It has been the subject of public comment, ranging from sports writers to Arthur Krock. Much of the comment has had to do with manner and appearance, rather than with content.

It seemed to this reporter that both candidates had adopted the attitude of most sponsors - do not under any circumstances offend anyone - they extended this doctrine to the point of not offending or directly challenging each other. It was a demure and superficial affair - created widespread discussion - may have made some dent in the apathy of voters, but contributed very little to the illumination of the basic issues of domestic policy. [redacted]

It should be clearly understood that the format, the method of presentation, the division of time, the presence of the interrogators was recommended by the candidates, and accepted by the networks. Members of Vice President Nixon's staff insisted upon special lights, which did not operate to the advantage of their candidate. His makeup would have brought no joy to the heart of a professional in that exacting art. There has been considerable comment upon the obvious fact that Mr. Nixon

perspired. It so happens that some people sweat mightily under those lights, and others don't. It is no proof of either nervousness or uncertainty. Maybe in the future two managers will have to negotiate the temperature to be created in the studio.

It was also the candidates' demand that the encounter be broadcast simultaneously on all three networks. No reasonable man could have expected that the subject of domestic policy would be exhausted in one hour. It might have been more statesmanlike - more of a service to the public - certainly less monopolistic to have presented three one-hour programs at different times on different networks. There would seem to be no compelling reason why, in a competitive society, two politicians should be relieved of competition. This was the test flight of a new technique, and consideration is now being given to certain changes in the rules. The first effort was rather like a widely advertised confrontation between Matt Dillon and Bat Masterson, where neither drew his gun or even talked tough. I am not suggesting that it would be useful , or desirable, to have political dialogues resemble a bar-room brawl, but one of the arts of politicking on television is to avoid a question without appearing to do so. If this practise is to continue,

it might be more revealing if the two candidates were required to ~~dodge~~ dodge each other's questions, with only a third man in the ring to hold a watch and maintain order. In this week's encounter it seemed to this reporter that neither man entered the ring. Nevertheless, it represented progress of a kind, and the double political act is undoubtedly here to stay. We are entitled to hope that in the future the viewer will be alert for content rather ~~XXXX~~ than manner or makeup, but there is no assurance that this will be so.

Each of the three remaining meetings will in a sense create a precedent and a little tradition.

Another precedent has been established in recent days in regard to television. A spokesman for the State Department telephoned the networks and suggested, quite informally of course, that it would be a good idea not to give too much exposure or time to Khrushchev and his cohorts. This is dangerous business, made more dangerous by the fact that only John Daly of A.B.C. and the president of the Mutual Radio Network said in effect that they would decide what was news and what wasn't, without any help or guidance from the State Department. ~~XXXXXXXXXX~~ The others remained mute. I am not saying that the networks' news judgment ~~[illegible]~~

was influenced by this State Department intervention. But I am saying that they should have risen as one man and said: "Thank you very much. We are in the news business - think we are competent to make our own decisions - are prepared to be judged by the results, and require no editorial assistance from the State Department." "Of what shall we be afraid?" They might also, with just a little intestinal fortitude, have reminded the Department that a man named Adolf Hitler once said: "The great strength of the totalitarian state is that it will force those who fear it to imitate it." It would appear that the State Department was fearful lest the American citizenry be exposed to dangerous thoughts. The danger, I suggest, lies not in Khrushchev's propaganda, or in the fact that the State Department improperly sought to bring pressure to bear upon the networks, but rather that the networks did not seize the opportunity to defend not only their limited independence, but one of the basic principles of a free society.

Lest there be any misunderstanding, I should like to make it clear that what I have just said does not necessarily represent the opinion of this network, merely the opinion of one reporter who has seen freedom of communication and the free traffic in ideas nibbled away in several

countries.

But to return to national politics. .... The magazine Business Week says that the presidential campaign has entered a "nervous phase". And a major cause for nerves, it says, is wavering confidence in business. A recession now could swing the election.

When the Stock Market plummeted two weeks ago, President Eisenhower called a meeting of his top economic advisers. Nixon was out on the hustings. Business Week says the White House group concluded hopefully that the worst was over...although no such conclusion was announced. The economists, the magazine says, based their finding on the slightly improved home-building situation and the continuing although small rise in consumer income. It was also felt that, because of stable prices, consumers would decide now is a good time to buy. Business Week says that while Kennedy senses recession, he cannot prove it has begun, is about to begin, or will eventually begin. And so he soft-pedals the issue, rather than risk being called an apostle of "gloom and doom".

Investors began feeling uneasy as long ago as last winter. After the longest strike in its history, the steel industry made a mighty spurt...and then fell into the doldrums. Steel production since then

has not been much more than fifty percent of capacity. Not so many houses were being built. To help out, the F.H.A. lowered the down payments required on moderately priced homes. By summer, the auto market was glutted by an inventory of more than a million cars. And the auto makers slowed down production, hoping that consumers would catch up. Freight car loadings were down slightly. Five percent of all Americans able and willing to work were without jobs.

As the months passed, investors looked ahead to autumn...when it was hoped the situation would improve. When these hopes were not realized after Labor Day, investors began to sell. It was not panic. The losses were paper losses for the most part. But now Wall Street was in a waiting mood...waiting for what would come next.

The market steadied, rose a little, and then last Monday fell to a new two-year low. The lowest point since the recession of 1958. There were psychological factors. Khrushchev did not help. "But," says the New Y ork Times, "Wall Street was mainly looking at the business picture, and taking little comfort from that look." One analyst said, "Until now I have been using the word 'readjustment' to describe the course of the economy. Now I am wondering if recession were not

the right word." Last week, the Wall Street Journal used the word. "It is clear," it said, "a business recession...though by no means a serious one...has been under way for some months."

Store sales continue to show the consumer's cautious attitude. Some increase, but not the kind of rise many ~~XXXXXXX~~ people had hoped for. People are spending money cautiously. This goes for businessmen perhaps even more conspicuously than consumers generally. Corporation profits for 1960 are not expected to live up to January estimates. Profits for the year may be three billion dollars less than predicted. ~~XXXXXXXX~~ Manufacturers' payrolls were down for the third consecutive month. Farm income dropped for the second straight month. Steel mills are still operating at slightly more than fifty percent of capacity. Steelmen who looked for the upturn in September now say October.

The retreat in the stock market last Monday was general---with the notable exception of gold. Some gold mining issues actually went up, reflecting the drain on this country's gold reserves. Gold has come into high demand. Last month, the amount of gold held by the United States slipped below nineteen billion dollars for the first time in twenty years. The Treasury reports no cause for anxiety. America still owns nearly

half the gold of the Free World. The government has more than enough gold to back its currency, and this means a sound dollar. But there are limits to which the trend can be allowed to go.

American dollars are being lured to other countries by higher interest rates. Many of these dollars, as they find their way into European banks, are used to buy gold from the United States. Another basic factor is the deficit in the United States balance of international payments...which is another way of saying that more money leaves the country than comes in. For the third straight year, the United States is spending, lending and giving away more money overseas, than it is receiving from foreign sources. This is true, even though commercial exports have been exceeding imports. Last week, the Wall Street Journal called foreign aid the main trouble. The New York Times says the question comes down to either selling more abroad, or buying less, or a combination of both. The paper favors selling. But only by stepping up productivity, it says, can our high-wage labor force compete in the world market.

In the current issue of the Saturday Evening Post, Bernard Baruch recalls the market crash of 1929...and says he is haunted by the question:

Can it happen again? He points out that from time to time since then our economy has faltered, but that each time, with the help of safeguards built into our economy since 1929, we have regained our equilibrium. Mr. Baruch sees danger today in the huge indebtedness, public and private; in the atmosphere of instability in the world...and, above all, in what he calls the imbalances caused by a generation of inflation. He says, "If we wish to escape the pit of depression, we must stay off the inflationary heights. We must learn to scale down the mountain of boom and fill in the valley of bust...so that economic progress can be achieved at a sure and steady pace."

Mr. Baruch does not say we are going into a depression...now. None of the experts today see anything as serious as that. Although the situation is serious enough. According to Dun and Bradstreet, there were more business failures in August than in any other August in 27 years. The experts point out that stock prices...for the most part... are still high in relation to profits. Auto sales are picking up. The improvement began in August, even before the arrival of the new models. Another bright spot is in home-building. After the long slump, more houses were started in August than in July.

This reporter has no appetite for prophesy. Sorting out the economic indices, and learning their meaning, is something like reading tea leaves - a national economy is complex. Ours is in some trouble. Secretary of the Treasury Anderson said on Wednesday: "There are some sections of our economy which give concern." The world situation also gives concern.....

CBS RADIO NETWORK

BACKGROUND

Sunday, October 2, 1960
12:05 - 12:30 P.M.

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

MURROW: ... The world situation also gives concern. Again today I have three of my colleagues here with me: Dan Schorr who is stationed in Germany; Dick Hottelet from the United Nations; and Marvin Kalb from Moscow. Gentlemen, let's start off by speculating a little as to why Khrushchev is behaving as he is here at the United Nations. Dick?

HOTTELET: I think he's doing it, Ed, because the stakes are big for him. He has come here with a portfolio full of the problems that are central to his policy and to Soviet strategy. There is a great deal on the table; this is a card game that's going ahead and being pushed ahead by Khrushchev with all the vigor that he can command personally, with all the power that the Soviet Union can muster - and he has injected himself in the situation because it is that important to him.

MURROW: Well, why such belligerence of manner, Marvin?

KALB: Well, that's one of the big questions now and I'm not sure that I can supply the answer. It seems as though Khrushchev is acting the way he is, he normally acts this way when he's trying to make a very major point, and exactly what that point is right now, what the severe pressures are that are working on him, I'm not really certain. One of the pressures, certainly that had been discussed very frequently lately and it has become a frnnt page story over the past summer, is the role of Communist China. And I personally feel that the role that the Chinese have played in motivating Khrushchev's policy here at the UN, has been slightly overstated. Certainly the Chinese play an important role but most of the time Khrushchev's motivation in determining Soviet foreign policy, lies in areas much closer to home than Peiking.

HOTTELET: It has been the case, hasn't it, in all of Soviet

history, that the first consideration whatever they were doing abroad, was the maintenance and the consolidation of Soviet power at home. But would this be a reflection, do you think, of pressures on him from other quarters of the Soviet spectrum or is it, in part at least, the reflection of his own ebullience and animal vigor?

MURROW: Isn't it perhaps the case of the Russians doing something nasty that they have no right to do and then when they finally stop doing it, they get credit for stopping doing something they had no right to do in the first place.

SCHORR: I think that's right, Ed. I think it goes further than that. Khrushchev frequently uses the tactic of simulating rage as a preliminary to negotiation. He's done it before when Nixon arrived in Russia, he was greeted with a very angry "I don't know why you're coming." In fact, even when CBS News did a television interview with Khrushchev, he flew into a rage before the questions started, presumably to try to throw the questioners on the defensive.

It could partly at least be his tactic before going into serious negotiations.

MURROW: Well, the neutral nations have now formally tabled their suggestion that there ought to be a meeting between Khrushchev and Eisenhower. Do any of you see any prospect of such a meeting?

HOTTELET: I see none at all, no.

SCHORR: The only prospect I see - as of now the position of the American Government is that President Eisenhower will not meet with him unless at least first they release those two RB-47 pilots. And there's been a demand made for the meeting. Khrushchev has indicated he really wants it but wants to be invited. The only possibility is that the neutral pressure for it which now seems to be rising, reaches such proportions that the Administration would feel that it's unwise to resist. But as of now, it doesn't look likely.

MURROW: Well, gentlemen, who's ahead in this contest at the United Nations at the moment, has anyone gained any substantial victory?

HOTTELET: I think at this point the best one can say is that a lot of people are still straining to achieve something concrete. Khrushchev came in, has made an impression of strength, I think has frightened the neutrals perhaps as much as he has impressed them by this demonstration of vigor and his willingness to depart from the rules of formal procedure in the UN if it serves his purpose. Whether he has yet wrapped up the kind of neutral bloc, the kind of third force that he wants to inject in the UN, is questionable.

Whether we have gained, is another question. I think in terms of a score card - and Americans especially now with the World Series coming up, I think will have their minds on score cards, perhaps too much where international affairs are concerned - we can count up a certain number of victories in terms of votes. We kept the Russians from getting the three big points that they wanted discussed in the General Assembly, unto the agenda of the General Assembly. We, in the general committee, the Steering Committee, which fixes the agenda for the General Assembly, had the problems of disarmament, of the declaration of independence for all colonial countries at once and the so-called acts of aggression by the United States against Russia, channelled away from the full General Assembly which Khrushchev wants to discuss to the Political Committee where the rules are much tighter.

We have also, I think, in terms of speeches, we have more people supporting our side on questions like the nature of the Secretariat and Hammarskjold's performance than the Russians have. But this is still very much in flux. If we were to stop now and say we have so many points therefore we are ahead and are going to win the game, we would lose sight of the fact that the game is still in progress, that it is being played with a man who shows immense resource in improvising and innovating

as he pleases and who is not going to be bound by rules of protocol or fancy pants diplomacy in the General Assembly. I would say, just to sum up in a nutshell, all is still confusion and the end is by no means set for any side.

SCHORR: I agree completely with what Dick said and I would add just one thing: If Khrushchev's massive attack on the office of Secretary General Hammarskjold should have as its result simply that Hammarskjold is forced into a position of passivity and faltering in the Congo, that will have been success enough.

MURROW: Isn't it possible that while we may win votes, and occassionally a victory as you have suggested, Dick, that in this process we may lose the key issue which is the Congo where economic chaos seems to be imminent.

HOTTELET: Certainly one of the things that Hammarskjold proposed, I think it's now three or four weeks ago, was a program adding up to a hundred million dollars for simply reestablishing the fabric of life, of half-civilized life, in the Congo. And this money has not yet been appropriated. There is talk already of incipient epidemics, of smallpox, of plague, and the situation is not going to get any better unless more action is taken now than the UN has been able to take.

MURROW: Dan, let's turn to another question. The trade relations between East and West Germany.

SCHORR: What's happened is that very slowly and cautiously, but in a very steady way, the East Germans obviously with Soviet support, have been building up a little wall around West Berlin, have made it clear that East Berlin is now their capital, they do not recognize West German passports anymore, West Berlin has been marked out for a separate status. Well, now, Chancellor Adenauer has decided to reply. There were signs at first of a "business as usual" attitude but there's been a change in the past couple of weeks and now they've gone ahead and done something quite drastic. There's

a trade agreement between the two zones of Germany, between West Germany and the Soviet zone, East Germany, that runs to about half-billion dollars a year. It's very important to West Germany but much more important to East Germany. Adenauer has now served notice that if the restrictions continue in force, that trade agreement will be denounced as of the end of this year.

Now, this could be the beginning of something much worse. We do not yet know (A) whether the East Germans take the threat and back down or (B) will they go further in reprisal? If they do we are faced with a really big Berlin crisis.

MURROW: Marvin, Khrushchev keeps saying that West Germany is preparing for war. Are the Russians really obsessed with the fear of a revived and strengthened, rearmed Germany?

KALB: Absolutely. There is no question in my mind that one of the great Khrushchev obsessions is that of a strong West Germany moving once again toward the East.

MURROW: Dick, do you get the impression that Macmillan still hopes to do some mediating here?

HOTTELET: I don't think he hopes to do any real mediating, any substantive improvement of the situation, Ed. I think what he wants to do - and this is a reflection of the centuries-long British skill and talent for diplomacy - he wants to make sure that this situation here doesn't mark an end, that there is no breakdown here; that whatever happens here, if it's a stalemate, if the gap here remains as broad and as deep as it seems to be, that people will leave New York at least with the thought in mind that there will be another conference.

In his speech on Thursday, he even said, well, a new summit conference will have to take up economic questions as much as political questions. There is a sense of continuity to the British which I think enables them, if you wish, to rise above the even bitter disappointments

such as Macmillan must have felt when Khrushchev and Gomulka compared him with Chamberlain selling out to Adenauer as Chamberlain had bowed to Hitler.

MURROW: Well, a number of the African and Asian delegates have expressed considerable displeasure at their treatment here in New York - is there any possibility that enough votes could be mustered to remove the United Nations from New York?

SCHORR: It doesn't look that way immediately. There'll be enough votes to embarrass us. But to get enough votes to change, and the money to make the change from here somewhere which the African nations certainly don't have, doesn't look like a very likely prospect. However, that doesn't mean that this protest is not a significant thing.

MURROW: Well, thank you very much, gentlemen. I hope you can join me next week at this same time. This is Ed Murrow. We'll be back at this same time next week.

ANNOUNCER: You have been listening to BACKGROUND, with Edward R. Murrow, a recorded presentation of CBS News. Mr. Murrow was joined today by CBS News correspondents Marvin Kalb, our Moscow correspondent; Daniel Schorr, usually based in Germany; and Richard C. Hottelet, generally here in New York.

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Trans. - P. O.

CBS RADIO NETWORK

BACKGROUND:

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

Sunday, September 25, 1960
12:05 - 12:30 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND.

For the past week New York City has been something of a mess. Heads of state have been more common than sightseeing buses. In midtown Manhattan police have outnumbered doormen. Park Avenue has resembled a bowling alley except that instead of bowling balls there have been big black limousines surrounded by motorcycle cops bowling down the avenue. Fidel Castro has been in Harlem and Khrushchev has been playing his balcony scene. He was the one who stimulated most of the heads of state to come here for the U.N. Assembly meeting. His purpose is now clear. He is out to wreck the United Nations; wants to replace Dag Hammarskjold with a three man committee which would mean paralysis and then he wants to move the whole thing out of New York City.

President Eisenhower in his speech nailed the American Flag to the U.N. flagpole, made it clear that the United States is determined to work increasingly through the United Nations in all areas, economic, cultural and even military. It was a speech well calculated to please the Afro-Asian Bloc and to put more muscle on the United Nations.

Fifteen years after the creation of the League of Nations it was clear that that organization was ~~impotent.~~ impotent The United Nations on its fifteenth birthday has demonstrated that it is capable of action - in Korea, in the Middle East and in the Congo.

Eisenhower tried to put Khrushchev on the spot by saying, "To attempt to hinder or stultify the United Nations or to deprecate its importance is to contribute to world unrest." Khrushchev wants to do more than that. He wants world unrest and therefore he wants to destroy the United Nations. Neither man had anything new or startling to say on disarmament.

Tito of Yugoslavia and Nkrumah of Ghana didn't go all the way with Khrushchev but they were very much nearer his position than they were to Eisenhower's. Castro, whose government has extended diplomatic recognition to Communist China and North Korea, is due to speak tomorrow. The situation is what military men would call fluid and that's an understatement. Chaotic would perhaps be a better word.

Four of my colleagues are here with me and we're going to try to unscramble what has happened. They are Dick Hottelet who has been covering the United Nations, Marvin Kalb who is just in from Moscow, Dick Kallsen who is up from Cuba and Dan Schorr who is stationed in Germany.

Let's start with Hottelet. Will Khrushchev press his effort to get rid of Hammarskjold or is this just a gesture?

HOTTELET: I think this is much more than a gesture. You were ~~quiet~~ quite right, Ed, when you said that he was here to wreck the United Nations. I think I would like to elaborate on that thought - wreck in the sense of destroy and eliminate completely is not his purpose. I think he has come here really to take it over, to make the U.N. an instrument of Soviet policy. His whole appeal to the undeveloped peoples, his bitter denunciation of colonialism, his blistering attacks on the United States and on Secretary General Hammarskjold I think were intended to serve the purpose of getting into the position of control in the U.N. forces or groups of countries that would be more amenable to Soviet pressure. He, of course, realizes as well as anyone does that in this world contest now in which the Soviets are pushing hard into every vacuum in Africa, in Latin America, all around the globe the one force that has emerged as acceptable to the people on the spot has been the collective identity and the collective power of the U.N. and this has been symbolized by the personality of Dag Hammarskjold as Secretary General operating under very general instructions from the Security Council to restore law and order in the Congo he improvised out of thin air a massive expression, a massive U.N.

force that went in there and really did restore law and order and one of the most striking ~~thingxthing~~ things about ~~this~~ the Security Council debate was the insistence with which the Soviets denounced him and his force for taking over landing fields and radio stations which, of ~~course~~ course, are the instruments of influence in a place like the Congo.

MURROW: Marvin Kalb, you're an expert on Russia and speak the language. Would you agree with that?

KALB: I would agree with almost everything that you've said, Dick. I think that Khrushchev has come here to try to take control of the United Nations but I think this raises a very basic ~~problem~~ problem for Khrushchev. In order to take control of the U.N. he must take control of the delegations at the U.N. And Khrushchev more than most of the world leaders, I believe, realizes the increasing power of nationalism all over the world and ever since Lenin the Communists have made a very, very big plan on national ~~self-determinatio~~ self-determination. They have even tried to say that national self-determination is only a Leninist concept. However, I think Khrushchev runs into a great difficulty when driven by certain imperatives of policy he must ~~tak~~ take steps in Africa which could in effect destroy the Communist appeal in Africa.

For example last Monday the Russians did not succeed in discrediting Dag Hammarskjold's policy and one would have thought that Khrushchev would have been wise enough not to push harder on it...in an ~~a~~ area where he had just been defeated but instead what he did was push harder. I'm not quiet sure that he gained the necessary appeal in Africa that he might have wished to gain.

MURROW: Dick Kallsen, Castro has said he's going to take it easy here at the U.N. Do you think he will when he speaks tomorrow?

KALLSEN: Ed, I find it very difficult to believe that ~~Castro~~ Castro

can x take it easy in a speech. As you know, he starts inx usually after midnight and he talks on an average of 4 hours. There are reports that he has rented a telephone line to Havana for four hours on Monday and maybe we're in for a four hour xpxxfx speech. He ad-libs of course and he builds up as he goes along and I think it's very likely that what we're going to find Monday is the emergence of Castro as a man who's going to try to lead the neutral bloc in Latin America. I think that he is likely to call for the admission of Communist China to the United Nations; he's going to support the independence of Algeria; he's very likely to follow the Khrushchev line in attacking the United States for aggression, economic, military in Cuba.

MURROW: Dan Schorr, the Germans aren't members of the U.N. but they have a traditional and indeed a current africa and a constant flashpoint in Berlin. What will be their reaction to the Khrushchev line here in New York?

SCHORR: Well, the West German reaction to the Khrushchev line will be xxxxxx roughly what the American reaction will be and the Germans will only become really interested in this session if the Berlin xxxx question comes up and the East German Communist boss, Walter Ulbricht has tried to xxxx make it come up. It's interesting that Khrushchev has managed to bring here his entire covey of satellite leaders with the one exception of Ulbricht because East Germany is not a member of xx the United Nations and apparently he'd like to bring him here too and Ulbricht has asked to come. His only chance of coming is if he makes enough of a nuisance of himself sox that he can induce Hammarskjold and the Assembly to let him come.

But over x and beyond that, Ed, I'd like to address myself to the main point that Dick and Marvin discussed earlier and I'm afraid I shall have to disagree with them. It doesn't seem to me that the purpose of Khrushchev is to take over the United Nations which I don't think that he can do. In order to get xxixx this three man committee that he says he wants

instead of Hammarskjold he would have to get the Charter revised and he doesn't have the votes to do it. It seems to me that there's a larger and a different purpose in mind for Khrushchev; that he's not come here so much to do anything here as to make a demonstration; that he's brought the party leaders of his countries instead of the Prime Ministers in order to demonstrate something not only to us in the West but to people behind his own lines and especially to the Chinese Communists. The speech that Khrushchev made on Friday was described by one of the veteran students of Soviet affairs in the American government who'll probably be recognized by identification but we can't ever talk to him by name - he described it this way: He said, "In any Soviet speech they're dialectic usually provides both sides. They blow hot and cold at the same time and the job is to make out whether it's predominantly hot or predominantly cold and this time there was no trouble making it out at all." What he said about Africa was in a sense expectable. We could have known he'd try to make that trouble for us on Africa. What he said about disarmament was not expected. He had said he was coming here especially because of disarmament and had nothing new to say on that subject and the attack on the United Nations seemed more an attempt to undermine this influence altogether and to show China which has not been admitted to the United Nations how Khrushchev can throw Communist weight around here that to accomplish anything concrete within the U.N. itself.

MURROW: Kallsen, you spoke of Castro's appetite to lead a neutral bloc or a third force. It seems to me a lot of people have an appetite to do that but do you regard Castro as being in any sense uncommitted to the Communist Bloc?

KALLSEN: Ed, I think that this visit here has committed him more openly in the sense of the visible relationship. In my own mind I am still not completely convinced that Castro is Communist or that he is heading a

Communist state. I think there are too many indications in Cuba that you still have something that is not a complete police state. You have something that is much closer to what you had in Egypt under Nasser at the beginning, something much closer to what you had in Iraq under Kassim at the beginning. I think it is fair to say that Cuba has gone much further along the line than either Nasser or Kassim. The built-in controls Nasser and Kassim hadx do not exist in Cuba. In fact, quite the opposite is true. Only the Communist Party is permitted to function openly in Cuba and this was never true in either Iraq or Egypt. It's always a mistake to pin a label on people. I thought it was a mistake of Secretary of State Herter to say that Kwame Nkrumah had put himself in the Soviet Bloc. Certainly Nkrumah's speech was as closely in harmony with Soviet interests as you could possibly get but why push the man over and put a label on him and instead of working on him and seeing if you can achieve what circumstances have brought about in the case of Nasser and Kassim in Iraq and the others.

I think it's important to remember too that the Communists have never been against this neutral block of nations. In fact they'd rather foster neutrality so long as it went along with their purposes.

MURROW: Do any of you see any possibility of a third force emerging here either led by Castro, Tito, Nasser, Nehru?

SPEAKER: I think, Ed, what we're faced with today is the emergence of several third forces. There used to be a time when we spoke of a third force of neutralist nations. Over this very weekend there are maneuvers going on and various uncommitted leaders seeing other uncommitted leaders and apparently there's a question of who will lead a third force; whether there will be one third force or third, fourth and fifth forces, Left-Wing oriented, Right-Wing oriented, Center-oriented. I think that this great vacuum between East and West today consists of these uncommitted nations trying to figure out where to commit themselves even in being uncommitted.

AND Khrushchev is here to help them make up their minds. That's the whole point and I think the operative word in your question, Ed, was here: Nothing is going to happen; nothing spectacular is going to happen in turning over the structure of the United Nations at this meeting with this General Assembly session but I think that Khrushchev served notice on all of us. What Khrushchev is here to do is to embark on a...or continue a long-scale major operation in which Communist power penetrates into this vacuum and if it is to be stopped it is not going to be kept out by good advice or by prohibitions or billboards posted Do Not Enter. It is going to be kept out by a counter power and the question before us and before the United Nations now is what form can that counter power take. Shall it be the collective action of the United Nations operating in concert with all its members or shall it be some kind of ad hoc coalition under the leadership of the only power in the world which is capable of asserting a counter power, namely ourselves.

MURROW: Dick, is it not true that from our point of view a third force or a group of neutral nations is an advantage rather than a liability?

HOTTELET: Yes, because in the Congo, for example, had everyone been committed, locked in on one side or the other, collision would have been inevitable but as it is it was possible to use the neutral nations in order to create what might be called a buffer in the middle of Africa.

SPEAKER: Ed, we who were neutral as a nation for so long should have no qualms about dealing and coping with the problems raised by neutral nations and we should, I think, steer clear of attaching any blame to them for being neutral. What we ought to do is recognize the world as it is. There are people who prefer to stay out of the cold war. This is fine. There is nothing in that which is incompatible with American interests. Our purpose is to help them stay out of the cold war and to provide a presence

in...wherever they are, Africa, Latin America, Southeast Asia, which will help them stay out of the cold war.

SPEAKER: There was a time when we thought or at least Secretary of State Dulles thought that being neutral was sinful at a time when we thought we could line up these uncommitted countries on our side. It seems that today we're quite willing to settle for neutrality and that was nowhere more clearly recognized than in President Eisenhower's speech in which in effect he proposed the neutralization of all of Africa, something that would have been quite impossible for us five years ago.

SPEAKER: But of course there is a problem: Are they neutral for us or neutral against us?

SPEAKER: I wonder whether this is really a problem though I think that we tend to feel that there must always be a decision made by a neutral power...the neutral power may very well not wish to make any kind of decision of commitment one way or the other and I think that many, many times the Russians are very, very foolish in thinking that simply because they say they are in favor of self-determination, in favor of the aspirations of Congolese people against the so-called intrigues of imperialists that the people in the Congo are not sophisticated enough to realize that the Russians may indeed be substituting one form of colonialism for another.

I have a feeling that many, many times the Russians overplay their hand and I think in this respect we may very well be underplaying our hand.

SPEAKER: When you say are they for us or against us history...our portion of history is a continuing stream and a man who makes a speech as Nkrumah did the other day which seems very bitterly against us may a week later engage in another operation or support a resolution which is for us

as he did do a few days before his speech when he supported Hammarskjold in a resolution.

MURROW: Well, is the net result of this going to be merely an intensification of the cold war and a hardening of positions on both sides?

SPEAKER: I would certainly think it's going to be an intensification of the cold war and I think that what Khrushchev proved on Friday is that the Soviet hard line which has been emerging ever since the failure of the Paris summit is not something that simply developed and as many Western Soviet experts felt Khrushchev was simply trying to come here to make everything right once again and I think Khrushchev came here simply to solidify the hard line and I don't think ~~the~~ there's any question now that we're in for a colder cold war.

SPEAKER: It certainly looks that way except I'm sure that, Marvin... except one qualification that Khrushchev has this incredible way of veering and changing very fast. Judging by the available evidence of his ~~activities~~ activities in New York and his speech in the U.N. it certainly looks like a solidification of that line. And yet we've seen it before and we've seen sometimes how two weeks later he pulls something else out of his hat so we always have to keep in ~~reserv~~ reserve for what he does next.

MURROW: Well, Prime Minister Macmillan of Britain is arriving shortly. He ~~regards~~ regards himself as the great mediator. Do you see any possibility at all of any fruitful ~~conversation~~ conversations occuring either formally at the U.N. or privately?

SPEAKER: I wonder if he still does regard himself because his last message to Khrushchev was a simple plea for enlightenment and he said - Look, you know, a year and a half ago I went and saw you and we talked things over and since then you've been doing things which I cannot understand. Will you please tell me what you're up to. So I think Mr. ~~Macmillan~~ Macmillan, who

fostered the whole enterprise of a summit meeting all of last year is now going to keep his hands clear of arranging any kind of meeting.

SCHORR: Quite right. Specifically Lord Home, the British Foreign Secretary, told me the other day that Macmillan has absolutely no intention under present conditions of trying to mediate between Eisenhower and Khrushchev, that Khrushchev will have to show a sign of more cooperativeness before he'll ever try something like that again.

MURROW: I noticed, Dan, that he said he wasn't going to do anything about a treaty with East Germany, at least not for a bit.

SCHORR: That's right and that's the most hopeful thing in his whole speech, the one short paragraph in which he said that he wants another summit conference in a few months and meanwhile would not sign a peace treaty with East Germany. Apparently whatever trouble he's making for us in Africa this particular little spot which he knows could lead to war he's going to let alone for the time being.

MURROW: Then is it not true to say that as a result of developments of the past week that both sides have sort of tacitly said nothing can be done about disarmament or about the basic issues that divide us and the argument now is really about the future of the United Nations?

SPEAKER: I think that's it. I wonder though if the United States, at least President Eisenhower, in his speech on Thursday, did not say that we would be willing to talk disarmament with all delegations at the U.N. and I think immediately after Eisenhower's speech the Russian reporters who were around deliberately told Western reporters that the speech impressed them as a conciliatory speech and I think that it was only after the Khrushchev speech that you came upon the real emergence of the hard line on the Russian side blocking any attempt at negotiating a disarmament agreement at this point.

MURROW: Thank you very much, gentlemen - Dick Hottelet, Marvin Kalb, Dick Kallsen, Dan Schorr.

Well, gentlemen, while all this has been going on here in New York two young men have been out in the hinterland engaged in implacable and exhausting pursuit of the Presidency and not getting very much publicity for their efforts. So far it's been a very demure campaign.

The two men meet tomorrow night in a new radio and television production which neither one is willing to call a debate.

Blair Clark has had opportunity to watch both men in action and has some observations to make on their techniques of persuasion.

CLARK: When the American voters hear the Nixon versus Kennedy electronic encounter tomorrow night on radio and television they will be listening to a distillation of what the two candidates have been telling the people out on the stump. They have been testing out their ideas, their phrases, their pitches from one end of the land to the other before all kinds of audiences.

The differences between them in their styles of campaigning are striking. Nixon has been practicing a very soft sell. Kennedy's selling hard. Nixon emphasizes personality; Kennedy issues. Nixon performs as one who would be chosen as the administrator of a growing concern. Kennedy is one who would lead a flock, mobilize unused energies, transform institutions.

On the platform Nixon is certainly more at home than Kennedy. He is easier, more relaxed. He never misses a regional reference or forgets the name of a local candidate. He takes pains to mention the latest record of the local baseball, basketball or football team. In a word he identifies himself with the people and their problems. He presents a picture of himself as a fairly typical American of ordinary, and

therefore sympathetic, background whose main qualification for the Presidency is the expertness, the training he would bring to the office.

It is so far all in a very low key but for Nixon this is just phase 1, the preliminary period of the campaign, during which he establishes a new image of himself. The image is of a good guy, an expert in the field of government but with the leadership qualities muted. Later on one hears in the Nixon camp when this new image of an unaggressive Nixon has been fixed the pace will pick up, the tone sharpen and the clarion call will sound. The new majesterial Nixon will then be fused with the older more political Nixon in a composite image of leadership for the latest stages of the campaign.

It is very different in the case of Kennedy. One gets no impression of a two or three phased campaign aiming toward a total impression on Election Day. Kennedy is plugging one main theme based on dissatisfaction with the present state of affairs. That we must make more collective effort at home so that we can be more secure abroad. The effort Nixon talks about is an individual one hence personal and even moral as against political. In the style of his presentation Kennedy is much more the traditional orator, less the relaxed television personality. He belts out his speeches. He makes perorations and reaches climaxes. Kennedy exhorts and appeals to pride and patriotism. There's little attempt to sell himself as a person, none as a personality. His concentration is on the speech, the argument. When Kennedy is going well he brings the audiences to the edge of their chairs, occasionally cheering to their feet. This when he unbends, speaks directly to the people and says, "I want your help."

Both candidates, of course, Kennedy and Nixon, want the peoples' help but they're going about seeking it in radically different ways.

MURROW: Thank you, Blair Clark.

Chester Bowles once said, "When issues in politics become hazy personalities and techniques count double." That seems to be the situation at the moment. It may change.

This is Ed Murrow. We'll be back at this same time next week.

ANNOUNCER: Mr. Murrow brings to his program the experience of many years of distinguished reporting. In addition to his own authoritative sources and the leased wires of all the major news services Mr. Murrow has access to the exclusive reports of CBS News correspondents assigned to 20 countries around the world.

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Corrected Copy

BACKGROUND
CBS RADIO NETWORK

Sunday, September 18, 1960
12:05-12:30 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Khrushchev, Tito, Nasser, Castro, Gomulka and Sukarno are coming and along with Khrushchev aboard the Baltika is the Hungarian quisling, Janos Kadar. We may be inclined in all this excitement to watch Khrushchev, the Congo and Cuba and forget the captive European countries in whose fate we are involved.

During and immediately after World War II Russia swallowed up nine sovereign states. The free spokesmen of seven of those countries with a population of nearly 100 million are here in the studio with me today. They are members of the organization called The Assembly of Captive European Nations which fittingly meets each year at the same time at the U.N. General Assembly. These men who opposed Hitler and Stalin feel that the greatest disgrace of the 20th Century is the enslavement of their peoples, the new colonialism.

So far American policy toward the captive peoples has been marked by frustration. In 1952 the administration spoke of liberation in terms that engendered false hope. There was left the impression that freedon would somehow be restored by outside force. The revolt in Hungary in 1956 showed the error of this policy and its impotence. The gentlemen with me are the three representatives of Hungary, Bulgaria, Rumania, Albania, Latvia, Poland and Czechoslovakia.

I shall first address Dr. Petr Zenkl, Deputy Premier of Czechoslovakia under President Benes and three times Lord Mayor of Prague. He is at this time Chairman of the Assembly of Captive European Nations. I knew Dr. Zenkl before the war. When I saw him in 1945, it was at Buchenwald. He had spent six years in Nazi concentration camps and was imprisoned by the Communists when they took over his country.

Dr. Zenkl, what was promised the captive countries during the war and who made the promises?

ZENKL: During and after the great war against Nazism and Fascism not one of the great powers even intimated to the captive countries of Europe that they would lose their freedom. On the contrary. Those countries were solemnly assured by the highest representatives of the great powers that that war had also been fought for their liberation and for their freedom. The Atlantic Charter, United Nations Declaration and Charter, the United Nations Declaration on Human Rights, the pronouncements of individual allied leaders, all of these contained solemn pledges of freedom and independence for those countries. The allies, however, went beyond these general promises and entered into solemn agreements in pledging themselves to guarantee to the liberated countries the freedom to choose their own governments by democratic elections. I could quote the text of these pledges for hours.

MURROW: Dr. Zenkl, you are a student of history. Most Americans, I'm afraid, know Czechoslovakia simply as a brave little country in the middle of Europe whose name is hard to spell. In Czechoslovakia, looking back a long way, how did the struggle for freedom begin?

ZENKL: One thousand years ago, under King Wenceslas, Bohemia the land of the Czechs, was the best-governed state in Central Europe. Under Emperor Charles the Fourth Prague was the real cultural center of Europe. The first university in Central Europe was founded in Prague 600 years ago. The struggle for religious freedom was started in Bohemia by Jan Hus [redacted] 100 years before Luther. The Czechs and Slovaks made a significant contribution to European culture as the other captive nations did.

MURROW: Dr. Zenkl, what about conditions in Czechoslovakia now?

ZENKL: Sacrificed to the Nazi in 1938, Czechoslovakia lost its freedom again when the Soviets were allowed to impose upon it the rule of the Communist minority. Czechoslovakia is a cemetery of civil liberties and is ruled by fear and terror.

The Nazi martyr, Archbishop Beron, is again held in bondage. While the Nazi collaborator, the excommunicated priest, Plojhar, has a seat in the cabinet. And the President's chair, once occupied by the great THOMAS GARRIGUE Masaryk there sits a Soviet stooge, Novotny, who before the coup d'etat organized the so-called Workers Militias and is co-responsible for all the cruelties and brutalities of the regime. The country is continuously exploited for the benefit of Soviet imperialisms. The greatest crime of the Communist regime, however, is the corruption of the souls and spirit of the new generation. Such is the fate of one of the nations crucified under communism at a time when the world is supposed to be marching under the banner of freedom, human rights and civil liberties.

MURROW: I turn now to Dr. Ferenc Nagy, free spokesman for Hungary. Ferenc Nagy was a prisoner of the Gestapo in 1944 and Prime Minister of Hungary in 1946. He escaped to this country in 1947.

Do you see any difference, sir, in what has happened to Hungary under communism, any difference that is as compared to the other captive states?

NAGY: The fate of the Hungarian people in substance is identical with that of the other eastern European nations under Soviet colonial domination, the difference being only that in addition to the general oppression and exploitation in Hungary there is still being carried out a certain discrimination and persecution against those who participated in the revolution of 1956 or who sympathized with its aims. The revolution which exploded through the united zeal of the entire Hungarian nation naturally caused serious damage to the Communist political and enonomic system. A major part of the collective farm system was liquidated. The workers took over the factories and the entire nation was released from the feeling of constant fear.

In this situation the Communists have to see to it that the Hungarian people be again reverted to the line of Communist controls. This is why collectivization is again being forced. This is the reason for disciplining the workers and for the strict control of society as a whole. The Communist statement that the pre-revolutionary public order has already been restored is simply not true. One of the proofs of this is that after the collapse of the Paris summit conference the workers suspended work to discuss the international situation at meetings. The entire Communist apparatus had to get into action to calm these workers. The unsolved problems of Hungary and the other Eastern European nations will remain a constant barrier to the establishment of peace, the realization of disarmament and to the elimination of international tension. This is what the great powers should keep in mind at the forthcoming U.N. General Assembly session and this is why the problem of Eastern Europe should be placed on the agenda.

MURROW: Dr. George Dimitrov had to flee Bulgaria where he was head of the Agrarian Party, representing three-fourths of the country's predominantly rural population. He knows agriculture. He is also a doctor of medicine and he has studied law.

Dr. Dimitrov, how are Communists in the satellite countries getting along in the field of agriculture?

DIMITROV: Their agriculture, Mr. Murrow, is the Achilles Heel of communism. The collectivization of the land was forced by bloody terror and slave labor camps but the production went critically down and brought starvation for the population and hampered also the heavy industry in the militaristic plants of the Soviets. So Lenin and Stalin had to make some kind of practical concessions to them and now Khrushchev is trying to do it. He called a semi-secret conference on last June 14-to-17 to discuss these new concessions necessary to move the peasants but the peasants will not be moved at all.

They understand that anti-peasant and anti-social aims of Communist system which is nothing but Red feudalism and serfdom, more pernicious than the medieval ones. It is based mainly on slave labor. My country Bulgaria was in the past one of the greatest exporters of the best agricultural products in Western Europe and in the world and now the Bulgarian products in Western Europe and in the world and now the Bulgarian peasants have to go to the towns to buy on the black market some bread for their children.

MURROW: Russia saw fit in 1944 to occupy Rumania and as usual when the Russians came in they promised not to interfere in the country's internal affairs. Constantin Visoianu was Minister of Foreign Affairs in Rumania in February of 1945 when Vishinsky, then a Soviet Deputy Foreign Minister, dropped all pretense of non-intervention.

Dr. Visoianu, what did Vishinsky do?

VISOIANU: He had the Royal Palace surrounded by Soviet tanks and delivered in my presence a two hour ultimatum for the establishment of a Communist-controlled regime. This was the end of Rumanian freedom and independence.

MURROW: Well, sir, you saw freedom snuffed out in your own country, we tend to think in terms of political freedom. But what about freedom in education, the arts, culture in general?

VISOIANU: Freedom has been completely suppressed. Education on all levels from the elementary schools to the universities is subjected to the most rigorous control by the Communist Party. Students are being indoctrinated with the so-called Marxist-Leninist which in fact boils down to the praise of the Communist regimes and the inculcation of hatred against the West. They are told to report any unfavorable remark that their fellow students, teachers and even the parents may utter against the regime. The writers are compelled to serve as mere propaganda tools of the regime.

Every article, every novel, every play, essay or poem must hail the accomplishments of the regime and praise the Soviet Union to the sky. The fate of the artist is no better.

MURROW: A leader of the peasant party in Poland for many years was Stefan Korbonski. In 1941 he fled the Polish resistance against Hitler. He was one of the outstanding leaders in the Warsaw uprising of 1944.

Mr. Korbonski, how did the Communists come to power in Poland?

KORBONSKI: When the Soviet Army entered Poland in pursuit of the retreating German armies in 1944 they immediately started disarming and arresting the Polish underground army which had fought the Nazis and helped them to advance. They arrested leaders of the Polish National Underground and placed Communist puppets in power. In 1946 statewide elections were falsified to such a degree that out of 444 members of Parliament only 28 were members of the anti-Communist peasant party, I being one of them. In 1947 threatened with arrest the top leaders of the Polish Peasant Party escaped to the West and the party itself was taken over by the pro-Communist elements. That was the end of open political opposition to the Communist rule.

MURROW: How would you sum up the change that took place as you saw it in the political life of East Central Europe?

KORBONSKI: Well, I shall enumerate the basic aspects of this change only such as the abolition of fundamental human rights and freedoms, unlimited reign of terror by Secret Police, crowded prisons and concentration camps, abolition of all political parties except the fake parties governed by Communists, rigged single-list elections, abolition of the right to public assembly except for the Communists, nationalization of printing shops, paper mills, publishing houses. In that way, they achieved the total control of the press and other communication media.

As a result the genuine public opinion went underground and nourished itself on rumors on foreign radio broadcasts only.

MURROW: Thank you, sir. Beside me here is Dr. Nuci Kotta of Albania, a Doctor of Law.

Dr. Kotta, what aspect of communism do you find most fearsome?

KOTTA: The perversion of justice is undoubtedly the most terrifying aspect of the tyrannical system imposed upon the Soviet-dominated East Central Europe. A great number of the clergy have been murdered or sent to concentration camps. The rightful leaders of the churches of all denominations are being replaced by subservient tools of the regime. Next to the usual (indis.) of the Marxist-Leninist dogma atheistic propaganda is given first importance in the indoctrination of youth and is common fare in all schools. Many churches of all denominations have been closed and pressure is brought to bear upon people to prevent them from going to church. I recently met an American of Albanian descent who had visited relatives in Albania. He told me that only old people dare go to church. The younger do not lest they be fired from their job and when one is fired for such a reason in a Communist-dominated country he not only loses his job but the right to work as well.

MURROW: The first victims of Soviet aggression 20 years ago were the three Baltic States, Estonia, Latvia and Lithuania. A former leader in the Latvian Resistanee and First Chairman of the Assembly of Captive European nations, Dr. Vilis Masens.

Dr. Masens, how did it happen in your country?

MASENS: Latvia, Estonia and Lithuania were invaded and forcibly incorporated by the Soviets into the Soviet Union. The fact that the free world rightly refuses to recognize Soviet conquest of Latvia, Estonia and Lithuania proves beyond any doubt how grave an international crime was committed by the Soviets against the Baltic nations.

Those responsible for crimes perpetrated by Nazis against people of Eastern Europe were sentenced and executed in Nuremberg while the Baltic peoples vainly wait for justice as far as the crimes are concerned committed against them. Such a situation necessarily is a concern of the United Nations particularly of Western powers the same as similar situations in other areas of the world are of concern to the United Nations. It is the duty and in the interest of the United Nations to further the political independence of our nations in every sense of the word. In this way the free nations would be able to expose the Communist regimes who falsely parade as champions of freedom in Asia and Africa while they deprive our people of freedom and independence.

MURROW: Well, gentlemen, how long can this conditon go on? Is there developing a sense of resignation or hopelessness in your countries?

MASENS: As far as the Baltic nations are concerned who have been under Soviet domination for such a long time I must say that there is a great disappointment with the reluctance, with the failure of the Western nations to defend the right code of our nations, but that does not mean that our people are losing hope for freedom which will come.

SPEAKER: Our people do not lose hope for freedom but as long as the liberation of the captive nations does not become a question of practical policy from the Western great powers the feeling of hopelessness will develop.

KORBONSKI: Polish people look toward the United States for hope and inspiration but since the problem of their rights to independence is not raised by the United States government in the proper way they feel abandoned and frustrated but nevertheless they hope against hope.

NAGY: The Hungarian people didn't give up the hope for freedom as they have proved just four years ago at the time of the revolution. But frankly speaking they are very skeptical as to the help of the Western world.

DIMITROV: There is disappointment among the Bulgarians about the lack of enough activity on behalf of the free world concerning their fate and the fate of the whole world but the spirit so far is up and you could judge if I tell you that during the Hungarian Revolution all the Communist leaders left Sofiya and disappeared. Nobody knew where they were because they thought that an uprising was possible in Bulgaria. This spirit is still there and never will disappear until Bulgaria is free and independent.

SPEAKER: Our nations were always a faithful part of the Western world. They will trust the free nations and it is up to those free nations to prove that they were and they are right.

MURROW: Gentlemen, I know that you have sent a telegram to President Eisenhower suggesting that this matter be placed on the agenda of the United Nations General Assembly. That message was sent to the White House nine days ago. I understand there has been no reply. It strikes this reporter as perhaps one of the great ironies of history that at the end of World War II when the Western European states began giving up their colonies and granting independence, England in the Far East as in the case of India and Burma and now France and Belgium in Africa, that at this time Russia should decide in effect to become a colonial power and reestablish and expand the old empire of the Czars. You have reminded us that everywhere in Eastern Europe where a country became Communist it was by infiltration and violence and not by desire of the people. You are captive peoples. You have been saying that freedom is indivisible. You cite allied promises and you feel that a trust has been betrayed. Your people have shown in Poznan and Budapest that you are willing to die for freedom but you are not asking the West to die or to intervene by force. You are asking that we press by every available peaceful means, moral, diplomatic, political and economic, for the restoration of liberty in your homelands.

You are asking that your countries and your people not be forgotten for the good of all of us. And, remembering, you ask not only for a full heart but part of a hand.

Thank you, gentlemen, for coming here today. It was a great honor.

This is Ed Murrow. We shall be back at this time next week.

ANNOUNCER: You have been listening to BACKGROUND, a recorded presentation of CBS News.

CBS RADIO NETWORK

BACKGROUND

Sunday, September 11, 1960
12:05 - 12:30 A.M.

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Today we shall have a report from the United Nations; from Moscow, Marvin Kalb will examine the motives lying behind Khrushchev's invitation to himself to visit this country at this time. My old friend David Schoenbrun is here in the studio and I shall put some questions to him about General de Gaulle, NATO and the Congo. But, first, Richard C. Hottelet.

HOTTELET: Even on a quiet Sunday there is no doubt here at UN headquarters that the United Nations is steering toward a major and perhaps an agonizing showdown over the Congo. The course is as erratic as events in the Congo itself. But although the details are terribly and sometimes ludicrously involved, the outlines of the problem have become much more clear. Stated simply it is this: Shall the United Nations have full power to deal swiftly with chaos in order to stabilize world peace? That same challenge came and was met ten years ago in Korea, but it was met in a bloody war. Everyone hopes that the Congo crisis will not be carried so far but no one here feels certain that it will not. The fact is that the UN and the Congo have become a part of the Cold War.

When the Congo was given independence, long before it was prepared to shoulder the responsibility, it collapsed under the burden and Soviet influence rushed in to fill the vacuum. Counting heavily on Patrice Lumumba, giving him flattery, help and advice, the Soviets sought to work both inside and outside the United Nations. They voted for the Security Council resolutions that dispatched a UN force to the Congo to restore law and order. At the same time, they

sent planes, trucks and technicians on their own to bolster Lumumba's regime and strongly implied that they would even send men to fight for him.

On the diplomatic front - this meant that Moscow would move to restrict UN operations to place UN resources at Lumumba's disposal and see law and order in his terms. This has been the tenor of Soviet arguments in the Security Council since the Congo debate began two months ago. Now it begins to appear that Soviet strategy is losing out on both counts. On the one hand, Lumumba has not been able to consolidate his hold on the Congo. The UN force, which dominates the country, is preventing complete upheaval and it is possible that the anti-Lumumba groups who may by now be consciously anti-Communist as well, will gain the ascendency. On the other hand, inside the UN the Soviet Union has aroused strong suspicion and that not only among Western nations where it rises easily. Tunisia, spokesman for the African countries in the Security Council, has avoided criticizing the Soviet Union by name, but Tunisia's repeated pathetic appeals against stirring up trouble in the Congo are clearly addressed to Moscow. The little nations in Africa and elsewhere have come to treasure the UN as the agency which gives them a voice, standing and protection without tying them to a power bloc. They are likely to support a United Nations effort in a cause that to them is of vital concern.

In this delicate situation, and with many ends still flapping loose, the Soviet Union may have to decide whether to defy the UN openly in the Congo or to accept a real setback. The UN on the other hand must make up its collective mind whether it will stand its ground against the thunder of Russian displeasure and carry out its mission even at the risk of war.

Now, back to Ed Murrow.

MURROW: Premier Khrushchev has taken a slow boat

for the United States. The Baltika is capable of no more than 20 knots. Khrushchev is coming for the September meeting of the United Nations General Assembly. He may spring some surprises. We don't know what he'll do. But here reporting from Moscow is my colleague Marvin Kalb with an educated guess.

KALB: + One thing a reporter learns while following Khrushchev, the 66-year old Soviet leader, loves to keep the world wondering. Now he's on the high seas, a first-class passenger on the Soviet commercial liner Baltika, which left Kaliningrad, a Baltic port, on Friday, for its ten-day journey across the Atlantic. Khrushchev who doesn't waste much time, is probably devoting his efforts to formulating Communist bloc strategy for the forthcoming session of the UN General Assembly. His decision to attend this session, as head of a 170-man Soviet delegation - made about 10 days ago - comes as no surprise to anyone who's bothered to follow Kremlin maneuvering this past summer. For there have been many hints, some dropped by Soviet officials at diplomatic receptions, both here and in New York, others scattered in the jigsaw puzzle - Soviet press. Then about a month ago, the ultimate of hints. Answering some well-prepared questions put to him during an exclusive Pravda interview, Khrushchev said he would be proud to head the Soviet delegation to the General Assembly, and quickly reaching for the diplomatic initiative he called on all heads of government to follow his example. Many have although there's still some question about the Western leaders. Finally, on the eve of his departure for Helsinki last week-end Khrushchev made it definite. In a two-sentence Tass dispatch it was announced that the irrepressible Mr. K. would be New York-bound once again, only four months after the Paris failure.

What does he have on his mind? Why is he going to the UN? Because there are always many factors operating in any Khrushchev decision there is no one reason. Khrushchev is going to New York

because he senses that he's once again seized the diplomatic initiative and he'd like to press it. This means upholding the peace policy of Russia while taking full advantage of every opportunity to castigate the so-called war policy of America, a policy Moscow says that pays a heavy price to innocent dupes from various parts of the United States to fly U-2s on espionage missions over foreign countries. All this from the austere platform of the General Assembly before the eyes of the world's press. This makes good propaganda and Khrushchev is not unaware of its value. And while blaming the United States for the sharp deterioration in Russian-American relations this past summer, Khrushchev will also aim to demonstrate that he is the man who sets the Communist line and has the power to implement it. Lately the Soviet leader has been engaged in a bitter ideological wrangle with unnamed Left sectarians within the world Communist movement who allegedly do not understand that war in present conditions is not inevitable even though Lenin thought it was 40 years ago.

Times have changed Khrushchev will stress and now the imperialist world is confronted with a mighty socialist camp capable of the greatest feats of rocketry and the most impressive economic achievements. Because of this strength communism does not need war to be victorious. In fact, the Soviet leader will say, Russia, the international fountainhead of communism, will press for general and complete disarmament just as it did a year ago before the same international body. And to attract attention and affection Khrushchev may - according to some usually reliable sources here - even make some kind of token concession to the West on inspection, the one constant obstacle to any disarmament agreement.

Khrushchev may also couple his disarmament pitch with a loud call for an economic aid program to the under-developed

areas of the world - this neatly timed to strike a sympathetic chord in such troubled nations as the Congo - for at the moment the Russians are involved in a well-heeled propaganda campaign to convince Africa and Asia that only Moscow stands for peace and that proof of this fact, so-called, is America's participation in espionage flights and alleged encouragement of European colonial powers in their suppression of the new struggling governments of Africa. That's why Moscow continues to support Lumumba in the Congo, the one man erratic enough to accept open Soviet support to fight his civil war and Sekou Toure in Guinea who just this past week signed a long range trade agreement with Moscow and was accorded flattering attention.

To Khrushchev who'll be smiling broadly at all of the African and Asian delegates at the U.N. the Lumumbas and the Toures are far more important in the long run than the Eisenhowers and the De Gaulles for Khrushchev, an eminently level-headed politician, realizes that a couple of dozen new African states are now members of the U.N. and that together with Asia's young states they represent almost a majority of the General Assembly. Now if Khrushchev can convince them of Russia's friendship and generosity he will finally be in a position to swing their votes to Moscow's view and then on many critical issues the U.N. General Assembly may become a forum for the internationnal legislation of Soviet policy.

Now back to Ed Murrow in New York.

MURROW: My old friend and colleague, David Schoenbrun, who is an authentic expert on France and who has one of the most attractive assignments in radio or television is here with me today. He has his headquarters in Paris and wanders around Western Europe and frequently goes to Africa. Some of you will remember his book "As France Goes". He is now working on a book on General De Gaulle.

David, last week General De Gaulle walked into a news

conference accompanied by several members of his cabinet. It was, I think, his third news conference since he assumed power.

SCHOENBRUN: That's right, Ed, and his cabinet came along with him so that they could be properly briefed. They don't often get a chance to see the President of the Republic and when he deigns to call us correspondents in to talk to us why his cabinet ministers get a chance to find out what's going on.

MURROW: I have the impression that in this time of crisis he talks and appears to act with a sort of monumental calm. Is that your observation?

SCHOENBRUN: Yes, Ed. He came through the velvet curtains exactly on cue as he always does, something like a king going into the throne room, and one of the first things he said was, "Gentlemen, I am so pleased that you accepted my invitation to come here and talk. These are agitated times."

MURROW: David, he had some other harsh things to say about NATO didn't he?

SCHOENBRUN: Yes, he did. He's been saying these harsh things for about two years now in private in letters to President Eisenhower but he has now decided to say some of them in public. Legally, he's entitled to do so, as you know, Ed. The NATO Treaty was drafted and signed in 1949 and about 1950 it was ratified by all of the member nations and one of the very important clauses in NATO that people don't talk much about and that our government and State Department would just as soon forget is a clause that says any of the signatores may ask to revise the treaty, change it or even indeed leave the alliance at the end of the first ten years. Well, the first ten years of NATO have now ended and De Gaulle is now talking out and he's saying the situation which prevails in 1960 bears little relation to the situation in 1950. This may sound like a truism hardly worth mentioning, Ed, but it's a kind of refreshing thing to hear people speaking truisms.

We've lived in a cloud of optimism and we've lived for years with people saying all's for the best and the best of all possible alliances and the truth is, Ed, that although this is probably the best of all possible alliances all is not for the best by any means and De Gaulle is saying so. The main thing he says is this: In 1950 the dominant power in the world was the United States of America. We had the atom in great quantity as a weapon; the Russians did not. Therefore it was logical, says General De Gaulle, for the United States to be the leader of the alliance which lived under the umbrella of the United States mushroom. This is no longer true. Although we are still a very great power we are not the dominant power in the world. The Russians are a very strong power and in NATO itself the British have a nuclear capability and the French are in the process of procuring one. Another thing has happened too which we don't talk about much here but General De Gaulle is beginning to mention and, Ed, we ought to listen to this fella because more than once in history he has sounded warnings and has been proved right while he has not been listened to at the time of his warnings. One can't neglect a fellow like Charles De Gaulle. He says this: When NATO was first set up the people in Europe could live under the American guarantee. They could be our allies. They could put all of their trust in us and in our leadership because we had this dominant power and they knew that if Russia were to attack in Western Europe we would strike back with our great nuclear weapon and therefore Russia couldn't act and the American guarantee to NATO meant something.

Ed, I'd like to ask you and all of my fellow Americans a question: What does that American guarantee to NATO mean when Russia has the same atom power and can strike back? Do you think that our country would, without hesitation, deliver an atomic attack against Russia were a Russian army to move against Western Europe or Russian Communists move in Western Europe?

MURROW: David, I don't know the answer to that and I don't know anyone who does but I would suggest that it is a long while since we have done anything without very ~~xxxxx~~ considerable hesitation.

SCHOENBRUN: That's true.

MURROW: I would like to get back to General De Gaulle again. I have the impression that what he is suggesting and has been for some time is really a triumvirate. He wants a closer relationship between Britain, France and the United States. Indeed, he suggested the other day that had that been the case the chaos in the Congo would not have occurred.

SCHOENBRUN: Ed, that's right and I'm glad that you related to the Congo. There has been considerable misconception about De Gaulle's ~~xxxxxxx~~ argument. A lot of people here in America in our State Department and even some people in Europe have been saying that De Gaulle wants a three power rule over ~~XXXXXXX~~ NATO and the smaller countries in NATO don't want to be ruled by France and England and the United States. If they're going to be ruled by anybody I think they'd rather have us dominate than the others but ~~XX~~ De Gaulle is not asking for a three power directorate of NATO, Ed. That's a very serious misapprehension. What De ~~Gxxxxx~~ Gaulle is saying~~x~~-and you have put this ~~xx~~ subject exactly in the right channel~~x~~-France, Britain and the United States are the three NATO powers with world responsibilities and what they do outside of the NATO area is of vital concern to the well being of the entire alliance and, De Gaulle says, American cannot go it alone in Formosa, cannot go it alone and make up its mind to send U-2's over Russia or take dates to go to Japan and things of that sort without the other allies being affected by whatever may happen to us. Therefore, De Gaulle says, in things like the Congo, in things like Algeria, in places like Japan and Formosa

and elsewhere the three great powers of the West, the British, the French and the Americans together must work together, must plan together. There can be no going it alone. We cannot, says De Gaulle to the United States, agree to your concept of integration by us being integrated by you. We've got to work together and De Gaulle believes this whole Congo mess could have been possibly avoided, would have been avoided, had the United States instead of taking what he considers to be a somewhat infantile anti-colonial attitude come to its colonial partners and said: "Look, fellas. History has changed. Things are over. You can't do this sort of thing anymore. Let's find out how to evolve. Let's find out how to replace you." We didn't do that. And De Gaulle has a right to talk up, Ed, because he has solved outside of Algeria a very serious African problem for France.

MURROW: And, David, one basis of his disagreement about the present constitution and construction of NATO is that he just doesn't believe in integration in terms of politics, isn't that right, that he wants separate sovereignty but special agreements in the field of economics and military affairs.

SCHOENBRUN: That's correct. He doesn't believe in integration of any kind. De Gaulle does not believe that the world has yet reached a point where we can get beyond the nation state and have a kind of world government. When we Americans talk about integration in NATO and I myself am an integrationist. I would like to see this come about, when we talk about this we mean that there should be in fact a kind of a functioning single federal system for the alliance. Well, we don't really believe this, Ed. We wouldn't allow ourselves to have the sovereign power of the United States subjected to a federal system but we're asking the French to do this. Now...(inter.)

MURROW: We can't even repeal the Connolly Amendment, the Connolly reservation, which gives us permission to decide what cases will go before

the World Court.

SCHOENBRUN: We cannot do ourselves nor do we want to do what we're asking them to do. On the other hand I think Secretary Herter, General Norstad, are quite correct in what they said this week and in previous weeks that modern warfare is such that the oldfashioned coalition is simply too slow and cumbersome. There's no time any longer with Russian jets only 40 minutes from Paris targets; there's no time to hold a coalition meeting. There's got to be some sort of integration. De Gaulle does not object to that, by the way.

MURROW: Of course, he has another objection, hasn't he, David, in the field of weapons and that is what seems to me at least to be a rather natural resentment that nuclear warheads should be stored in France but that the Americans should have the key to the closet so to speak.

SCHOENBRUN: Yes. Well, he won't stand for that, you know. He simply will not stand for it.

MURROW: Of course, he's made one suggestion in the field of disarmament that seems to me to have some considerable merit. He recognizes the fact that stockpiles of weapons are not going to be destroyed or thrown into the ocean and he wants, as I understand it, to concentrate on trying to eliminate the methods of delivering...(inter.)

SCHOENBRUN: Yes. This, of course, does create worry because among the methods of delivery are foreign bases and it looks as though De Gaulle is leaning towards the Soviet policy in this field. Indeed he isn't because the Soviets couldn't dare accept De Gaulle's policy any more than we could. De Gaulle has made another suggestion in the field of disarmament, Ed, that is very pertinent to what's coming up this coming week here in New York City. De Gaulle is the first man of a major power really to step up and call this whole thing absurd. He said, "It is an absurdity to think that some 80-odd nations can sit and discuss disarmament when the ten powerful nations who

are most concerned were unable to do so and that's very strong language to refer to the United Nations or any of its procedures as absurd. The French have attacked the United Nations very severely and those of us who believe in the United Nations and who believe in the necessity of a world assembly must nonetheless take recognition of the fact - let's face it - a lot of absurdities are going on in the world today and in the United Nations. It is unbelievable to Europeans to see a man like Lumumba who really represents nothing - not a state, just an infant state - splitting with his own chief of state, each firing the other, and these two insignificant men in this tiny and insignificant - let's say it - insignificant country - may get all of us into the biggest mess we've ever been in largely because we have been trapped by our own idealism. We think that one man's as good as another. One country's as good as another. We're supposed to have respect for all sovereign nations. Well, Ed, De Gaulle says you have respect for people who are respectable and there is no respect in a United Nations debate of 80 nations revolving around a point which Mr. Lumumba gives orders to the other men in the world.

MURROW: David, what about De Gaulle the man? He has saved France twice I think you would agree. Who'll save it next time?

SCHOENBRUN: Ed, somebody asked De Gaulle a question very much like that two years ago and I want to tell you about that little anecdote. It gives you an insight into De Gaulle's character and it's an indirect reply to your question. A French reporter by the name of Thunew called upon De Gaulle and was talking to him about the integration of Europe and France and Germany getting together and saying we must end these quarrels. We must form a new relationship and De Gaulle looked at this man and said: "But, young man, I have been saying so for 1,000 years." When you say, "Who's going to do it next?" De Gaulle looks 1,000 years behind him and 1,000 years ahead of him. When he says, "I've been saying so for 1,000 years," he doesn't literally

mean that he's been saying so. What he means is I've been saying that this has been true for 1,000 years. I asked the same question of General De Gaulle: "What comes after you, General?" And De Gaulle says, "Your question is premature, Mr. Schoenbrun. I have no plan to die at the present moment."

MURROW: Of course, he's only 69 and he comes from a long lived family. He may be running France for another decade.

SCHOENBRUN: That's right and also his answer to the question was: "Who comes after me depends upon what I accomplish during what remains to be of my life." And he said, "If you fellows will give me a chance to do what I want to do I'll be able to answer your question later." Ed, your question can't be answered except in very general terms. If De Gaulle brings peace to Algeria while he is still in office then I don't think it matters who comes after De Gaulle. France will go ahead so fast and so far that it'll make your head swim. If De Gaulle does not bring peace to Algeria then I think it is not who but what and the forces of darkness will descend upon France if De Gaulle fails in Algeria.

MURROW: How would you rate his chances of succeeding in Algeria, David?

SCHOENBRUN: I think his chances are very poor. On the other hand I don't know anybody else who can solve the question and so he is France's last hope in Algeria.

MURROW: David, I've always been impressed by his literary style in translation. You are a French scholar. Does it suffer much in translation?

SCHOENBRUN: He is untranslatable, Ed. It suffers dreadfully in translation. The translation can give you a measure of the quality of the man's mind and his spirit but not of his literary style.

MURROW: When is your book on him coming out, David?

SCHOENBRUN: As soon as you let me get away from this microphone and back to my typewriter.

MURROW: Thank you very much, David Schoenbrun.

This is Ed Murrow. We'll be back at this same time next week.

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EDWARD R. MURROW WITH BACKGROUND TO THE NEWS

Sunday, September 4, 1960
12:05 - 12:30

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Today we shall hear an analysis of the crisis in the Congo which is in fact a crisis for the whole world. We will have a report from Daniel Schorr regarding new probing action in Berlin, and an analysis by Guy Searles of the ideological conflict between Peiping and Moscow. And then I shall try to talk a little about the forthcoming radio-television debates between the Presidential candidates. Here first is Winston Burdett's report from Africa, after covering that story for nearly three months.

BURDETT: During the past week nearly a dozen newcomers have joined the American press corps in the Congo. Among them is Frank Kearns of CBS News who flew in from Cairo the other day to take over from this correspondent. Like the other new arrivals Kearns was apprehensive about getting into the country because, like the others, he was coming in without a visa. He had been unable to get a Congolese visa anywhere. He had heard about Prime Minister Lumumba's proclamation of martial law. He knew about the on-again-off-again police blockade of the Congo River frontier at Leopoldville, and of course, about the riots and beatings that had occurred at Leopoldville Airport where his plane was landing.

Nevertheless, on arriving there, visaless as he was, Kearns walked straight from his plane through the airport building and out to a bus unchallenged. Other visaless newcomers had the same experience. There was nobody to check their passports. The Congo's emigration system had broken down.

It was one of the countless incongruities of daily life in the Congo today. The Congo is a police state where you can walk in without a visa. It's a country without law courts or magistrates because all the Belgian judges have fled, a country whose Prime Minister has given

himself emergency powers to arrest anyone he pleases and to ban any newspaper or dissolve any organization that he pleases, but where you cannot report the theft of an automobile. A European who tried to report the theft of his car was told to forget it because the police had nobody to take down the details.

The impression that remains most strongly with this reporter after three months in the Congo is an impression of nightmarish unreality. Two or three weeks ago it seemed impossible that Prime Minister Lumumba would be able to plunge the Congo, or large parts of it, into a brutalizing civil war. Yet, that is what is happening now. With no airplanes of his own and with a rag-tag army of ill-disciplined men rearmed after a recent mutiny Lumumba has managed to transport well over 1,000 soldiers hundreds of miles into the Congo bush in order to suppress with savage ferocity the so-called Ka-Lonji Rebellion among the Buluba tribesmen of Kasai Province.

Sudanese troops of the United Nations who stand guard at Leopoldville Airport watched Lumumba's men as they took off aboard requisitioned planes of Sabina, the Belgian commercial airline, and a few hours later the same planes landed at Luluabourg Airport, which is likewise under U. N. military protection. The Congolese troops then made their way overland to the mining town of Bakwanga, the seat of Kalonji's self-proclaimed rebel government. A garrison of about 130 Tunisian troops of the U. N. are stationed there. The Tunisians at no time intervened in the fighting or in the massacre that followed.

On Wednesday Lumumba's troops pursued a group of unarmed Buluba civilians, men and women, into a mission school and slaughtered 70 persons with knives and Machetes. 70 persons - it's a figure that will never appear in Lumumba's controlled press.

On Friday a Soviet Ilyushin plane repainted battle-

ship gray and with the inscription, "Republic Of The Congo" landed in Leopoldville Airport. It was the first of 15 Ilyushins the Russians have already flown to the Congo and are making available with their Russian crews to Lumumba. In recent weeks other Soviet planes have brought in at least 100 persons in civilian dress, not counting the Russian doctors whom we officially know about.

Lumumba boasts that he will soon begin a full scale invasion of the rebel province of Katanga. If he gets Russian planes and the help of Russian military technicians the boast may not be as fantastic as it seems.

Outsiders may ask, "What is the U. N. doing? Didn't it come to the Congo to maintain order? Didn't Ralph Bunche himself declare in a statement published on July 19th that the U. N. was in a position to assure the protection of the entire population, both European and African?" The truth is that the U. N. promised more than it could carry out. It recognized the Congolese government as a sovreign government, and thus it had to stand helplessly by while Lumumba rearmed his troops and later sent them into battle. Under its Security Council mandate the U. N. cannot interfere with the Congo's internal affairs or influence the outcome of a domestic struggle, and civil war is an internal affair.

The crisis of these days reveals again a basic weakness in the structure of the U. N., the lack of a standing army that can take up armed positions between opposing forces and carry out a pacification campaign. Everyone knows that there can be no order in the Congo unless the Congolese army is disarmed, withdrawn from service and reorganized. Everyone knows that when Lumumba called for U. N. help it was as much for help against his own rioting troops as against the Belgians. Everyone knows that his sovereign government needed the United Nations because of a total collapse of sovereign control.

But, the U. N. is tied by the terms of its mandate in a civil war situation it did not foresee, and the policy of non-interference is now bringing humiliation on the U. N. troops that have been sent to the Congo, and it is making a mockery of the U. N. international army.

This reporter cannot escape the feeling that whatever the legal position may be, the world organization which came here to make peace will fatally lose its moral force and authority in the country if it stands aside while Congolese kill Congolese. Its present mandate is not strong enough or bold enough to cope with the new nightmare in the Congo. And now back to Edward R. Murrow in New York.

MURROW: The Russians and their puppet East German regime have tightened the screws again in Berlin, a city that lives quietly in a state of perpetual crisis. Here is our report from Daniel Schorr in Berlin.

SCHORR: Berlin is a city of many things. It is also a city of cliches, cliches born not so much of laziness as the need for shorthand expressions to describe complicated situations. Berlin is a divided city because of the ragged line that separates the Communist sector from West Berlin. West Berlin is the island of freedom, the outpost city. It is sustained by the lifeline, the lifeline being that canal and the rail line and three roads, and three narrow strips of air space which by agreement link West Berlin with the Western world. The air routes are the corridors. 1948 gave us the blockade, an old word with a new cliche meaning, and that produced the air lift.

Well, the past week has added two more cliches, the baby blockade and the baby airlift. The baby blockade was born suddenly on Tuesday night. The Communist East German government announced it wouldn't countenance the holding in Berlin of two long planned conventions, one of former war prisoners, the other of expatriates from once German regions now

under Communist control. To block these meetings it would screen West Germans traveling to Berlin by rail or road and turn back those it thought to be warmongers or irredentists. The British and French and American commercial airlines which fly the corridor were warned against carrying the revenge seekers into Berlin, and further in a move that seemed irrelevant in its stated purpose of blocking these meetings in West Berlin, East Berlin was barred for the five days of the restriction to West Germans, although not to West Berliners. The Western commandants protested without effect to their Soviet counterpart against interference with free circulation in Berlin, a violation of the four power status of this city. The Communist regime announced that it had arrested and would try several West Germans who had slipped into East Berlin.

Not much could be done about the partial closing of East Berlin. Something could be done about the turning back of hundreds of West Germans at the East German border 110 miles away. The baby airlift was born as the answer to the baby blockade. Mayor Willie Brandt's city administration offered free passage on the commercial airlines to all those turned back on land, and despite Communist rumblings that this was a misuse of the corridors that would bring future condequences, more than 400 flew in. The conventions were held as planned.

In terms of stated purpose the baby blockade failed. In other ~~through~~ terms, though, it had certain success. Alarmed Western newspapers questioned the advisability of letting controversial groups meet in West Berlin, and the Communist press quoted these editorials with relish ~~and with relish~~ and with judicious cuts as evidence of Western support. The point had been made that people could be stopped and questioned and searched for evidence of why they were going to Berlin. Free access had suddenly become a little less free. Within Berlin the divided city had suddenly

become a little more divided. The nerves of the West Berliners became a little more frayed. It was just the baby blockade that kept a few people from coming, that delayed, but didn't stop the vital air traffic, just the baby blockade, but the worst since the big one of 1948. Now back to Ed Murrow in New York.

MURROW: Hong Kong is the best listening post in the Far East. A very considerable amount of information trickles down from Communist China. Many observers there and throughout Asia believe that the irreconcilable conflict is between Communist China and the United States rather than between Russia and ourselves. Many have predicted ultimate collision between China and the Soviet Union.

There is now in progress an ideological argument between those two countries. My colleague Guy Searles who speaks and reads Chinese and is a careful student of Communist doctrine gives us his estimate of the situation from Hong Kong.

SEARLES: There is no doubt that a serious and complicated quarrel exists between Communist China and the Soviet Union, but the quarrel can be summarized in an amazingly simple question: How can Communist strength be used to best advantage? Peiking and Moscow are completely united in their goal of eventual world Communism. Both of the Communist giants want to stay united in their common quest of this goal. The differences lie primarily in the realm of timing and tactics. This does not mean that the dispute between the Russians and the Chinese Reds is insignificant. It involves both practical and theoretical interpretations of some very fundamental issues. These issues are centered in East-West relationships. They include such problems as peaceful coexistence, the inevitability of war, revolutionary struggles, and negotiations between East and West. The immediate question is how to treat these problems now in the current world situation.

Divergencies over both theoretical and practical problems between the Russian and Chinese Communists are not new. They have cropped up repeatedly over a period of more than 35 years, yet the alliance between the two parties has never been broken. Today the situation is more extreme, however, as it involves not just the relations between the Soviet Union and Communist China, but the entire so-called Socialist camp as well, and sufficient bitterness has developed since seemingly antagonisms are being carried into fields not related to the original issues.

Basically, Red China is advocating an extreme, hard, orthodox, Marxist-Leninist interpretation of current world events. The downfall of the United States as leader of the Western camp must be hastened through struggle. Isolation of the West is preferable to negotiations and peaceful coexistence. Revolutions and antagonisms must be encouraged to communism's advantage, and East-West conflicts should be welcomed, rather than feared as it will result in the inevitable victory of communism.

On the other hand the Soviet Union is advocating a more cautious approach. The Russian leaders are more concerned with internal improvements than external conflicts. The Soviets are well aware that the West is not about to collapse, and know that an East-West war would be disastrous and would not necessarily lead to the victory of Communism. The men of the Kremlin would rather coexist at the moment in hopes of bringing about a peaceful transition to communism. There have been undercurrents of dispute between Peking and Moscow over these fundamental issues for some time. It was when Russia's Nikita Khrushchev visited Peking following his trip to America last year that the coexistence arguments really came out into the open, but it did not become real heated until this past April when the Chinese Reds opened up with all of their propaganda weapons.

The Soviets launched their counter attack in June. The battle of words between the world's two largest Communist countries was

carried ~~truth~~ to the other Communist nations at the Bucharest Conference in late June.

Now, one important point must be stressed. At no time in this verbal battle about implementation of Communist doctrine has either side publically mentioned the other by name. In other words, although the Chinese have bitterly criticized what are known to be Soviet policies, they have not come out and said in so many words that they are criticising the Soviet Union, and likewise the Russians have ~~done~~ condemned Chinese policies without identifying the policies as Chinese. Publically, at least, the Chinese and Russian Communists have tried to make their dispute appear to be a mere policy debate rather than an argument between two nations. Also since the friction came out into the open the Soviet Union has adopted a more harsh attitude toward the West and particularly the United States, which seems to fit in with Chinese desires. And the Chinese, apparently to please the Russians, have taken a friendlier attitude toward peaceful coexistence. They have even suggested the possibility of signing a peace pact with the United States, although it is doubtful that they expect it to be taken seriously.

At times it almost seems that the Chinese and Russians are not having an argument at all, and yet the basic policies dispute is still continuing, at the moment with considerably more violence in the Soviet press than in Chinese publications.

Reports from the satellite countries indicate that both sides are waging a bitter battle and trying to win support from other nations in the Communist camp. Also there are the reports of antagonism spilling over into other areas of relations between Red China and the Soviet Union. Western newsmen based in Peking report that the Soviets have withdrawn a large number of their technical advisors from China. The

Chinese Communists have halted publication of their Russian language Sino-Soviet Friendship Magazine. Many recent Soviet activities have been ignored by the Chinese press, and interestingly, three recent moves on the part of the Soviets to bring the Chinese into future international conferences have brought no response from Peking.

There are many unverifiable rumor reports of more serious antagonisms developing between the two countries, and perhaps some of these do exist. But care should be taken not to over-emphasize isolated incidents. The national character, the stage of modern development, the history of the cultures, the sensitivities of Russia and China are vastly different. Frictions are bound to exist. And it is not without good possibilities that there are even personality clashes between some of the top leaders of the two countries. Further, the Chinese condider their leader, Mao Tse-tung as the leading Communist theoretician of the world today, second to none in the Soviet Union.

However, observers are agreed that Soviet Russia and Communist China are economically, politically, militarily and geographically so dependent on each other that it seems inconceivable that they would ever risk an outright break in relations. Yet, as many diplomats out here in the Far East are asking, how far can the Russians and Chinese dare let their arguments go without risking a break? And if they do break - what then? Obviously neither side would give up Communism, but the entire world Communist movement would be thrown into confusion. Opposing cliques would develop in almost every Communist country. Theoretically the West would gain through the Communist confusion and disorganization. But the danger of war might also be increased through the possibility of one party or another attempting to recreate unity through force. Now back to Edward R. Murrow in New York.

MURROW: Well, it's now official. The radio and television

audience will have an opportunity to hear and see both Presidential candidates simultaneously. There will be two debates, one on domestic policy - the other on foreign policy. A third program will be presented as a panel where the candidates will be interrogated by newsmen. There may be a fourth question and answer period. These programs will be carried by all networks simultaneously. There will be no sponsors. The appearances will be in a studio with no studio audience.

This experiment should be interesting and will certainly relieve the political parties of a considerable financial burden, because an hour of network television time probably costs twice as much as the total expenditures incurred in Mr. Lincoln's campaign 100 years ago. No one, of course, can be sure what effect these debates will have upon the outcome. No one can prove that the addition of sight to sound makes it more likely that the voter will choose wisely or well. The ability to score debating points is not necessarily proof of ability to lead.

For more than ten years we have been told that television was to revolutionize politics. But, it hasn't. Probably the single most effective use of television in politics occurred during the 1952 Presidential campaign. That was Richard Nixon's effort to explain and defend his personal fund. You will recall that all Democrats and many Republicans demanded that Mr. Nixon be jettisoned as the Vice Presidential candidate. Many Republican newspapers echoed the demand. Candidate Eisenhower echoed uncertainty.

Senator Nixon's half-hour television report, what has come to be known as his checkers speech, was regarded by many as statesmanlike, while others termed it a corny soap opera performance which no Hollywood script writer would have dared to produce. But, it worked. The results

were sensational. Telegrams, telephone calls came pouring in. Eisenhower and Nixon staged an emotional reunion. What everyone's opinion of that performance may be, the fact remains that the climate of opinion could not have been changed so quickly had television not been available to transmit throughout the country that amazing performance which caused many to weep and some to laugh.

The true function of television in politics is to operate a market place in which ideas may compete on an equal footing. It is true that the voter may elect to purchase the second rate, shop worn or shoddy idea. He may mistake a mobile countenance for an agile mind. He may vote for profile rather than for principle. An unruly lock of hair may be more effective than a disciplined mind. Television offers no guarantee that demigogues can be kept from political power. It merely provides them with wider and more intimate, more immediate circulation.

I would suggest that the evidence so far indicates that television can recarve or accelerate a trend in public opinion, but it cannot reverse it. There is very considerable evidence to indicate that the television viewer is not fascinated by political orations. This may be due in part to the absence of meaningful contraversy. The voter just isn't interested.

One of our most distinguished jurists, Judge Learned Hand, has remarked, "Doubtless, things might become uncomfortable enough to arouse them. But given reasonable opportunity for personal favors and not too irksome control, they are content to abdicate their sovreignty and to be fleeced if the shepherds will only sheer them in their sleep."

Candidates Kennedy and Nixon will have an opportunity to do some mass shearing, for during the debates they will monopolize both radio and television. But unless they manage to generate meaningful controversy the sheep may continue to sleep.

To this reporter there is ~~xxxxxx~~ something mildly distasteful about the decision to present these debates and discussions simultaneously on all radio and television networks. It reduces the viewers area of uncoerced choice. It tends to make the entire country a captive audience and it smacks too much of conformity. I am aware of the dangers of what is generally called overexposure, but surely the candidates will not have exhausted their arsenal of argument and persuasion in the course of three hours of debate or interrogation. Still we may hope that something will be exposed in the course of these programs.

This is Ed Murrow. We shall be back at this time next week.

ANNOUNCER: You've been listening to BACKGROUND with Edward R. Murrow, a recorded presentation of CBS News.

Trans. 9/4/60 JF

E.R. Murrow: BACKGROUND. Aug. 28, 1960.

Thisis Ed Murrow.... The name of the program is BACKGROUND.

History is made by men - sometimes by women - seldom by charters, constitutions or resolutions. The limits of power may be established by a written constitution such as ours, or by precedent and tradition, as is the case in Britain; but the direction in which a nation or group of nations moves, and the speed with which they move is generally determined by a man, or at least a small group of men. The methods of selecting these men vary. The degree of personal power, the amount of persuasion they must exercise in order to achieve their objectives also varies. But in democracies and in dictatorships the crucial history-making decisions are made by a handful of men. The man who is currently engaged in making history, and at a furious pace, is a quiet, unobtrusive but dedicated Swede named Dag Hammarskjold. He is of course the Secretary-General of the United Nations - he believes that he is in the process of determining whether there shall be war or peace, and in this belief he is probably right. There is little enough in his background or training to cause one to expect that the fates would cast him in the role of one of the p~~rincip~~al pivots upon which history will turn. True, his father was Prime Minister of Sweden during the First World War.

But his youngest son, Dag, was a scholar interested in poetry, languages and economics, in which he took his doctorate at Stockholm University. He was for a short period an assistant professor of political economy at Stockholm University. Then he became Secretary to the Bank of Sweden, later Deputy Minister of Finance - he became recognized as an expert on european and international economic affairs. After the late war he was appointed Secretary to the Swedish Cabinet. That's roughly the equivalent of Deputy Foreign Minister. And for two years he served as head of the Swedish Delegation to the United Nations. But to the public and many U.N. officials he remained the unknown man.

When Dag Hammarskjold was made Secretary-General of the United Nations, many reporters didn't know who he was. He had to explain that his name meant Hammer and Shield, and tried to tell them how to pronounce it. He shunned personal publicity - is a confirmed bachelor - knowledgeable about French paintings, poetry and old books. His first dramatic gesture was a flight to Peiping in the winter of 1954, where he negotiated the release of fifteen American flyers held prisoner by the Chinese Communists.

Now at the age of fifty-five he is trying to negotiate a settlement in the Congo. He has said about mountain climbing, one of his favorite sports, "The safest climber is the one who never questions his ability to get to the top of the mountain". He is obviously far from the top of the Congo mountain, but his confidence is unshaken. If he fails, it will not be for lack of faith or industry. He is tenacious, indefatigable, generally arrives at his office at 7.30, and frequently remains until after midnight.

This is not his first experience at putting out fires. In 1956 when it appeared probable that the Middle East might trigger another war, the General Assembly directed him to produce a detailed plan for a United Nations Police Force, and to do it within forty-eight hours. It was delivered within thirty-six hours, and the United Nations emergency force is still in position in the Gaza Strip separating Israel and Egypt. On that occasion, of course, he was helped by the fact that the two great powers - the United States and the Soviet Union - were in agreement. His major task now in the Congo is to prevent those same two countries from coming into open disagreement.

Dag Hammarskjold is by experience and indoctrination a western man. He has said: "We cannot have true peace until we have created a world without fear. We cannot have true liberty until there is no man, nor any group of men, any longer in a position to suppress the free development of the good in all individuals, groups and nations."

Hammarskjold's theory of the proper way to negotiate is this - careful preparation, truthfulness, precision, patience, impassivity and modesty. These he believes are essential in dealings between nations, or inside nations, in fact wherever a negotiator must carry the responsibility for the fate of others.

Hammarskjold's task in the Congo appears to be almost impossible. But he continues to climb the mountain with amazing serenity. The new nation is on the verge of civil war. The economy is practically paralyzed; the mouth of the river is silting up. Many of the essential technicians and experts have departed. He commands a weird assortment of neutral troops. He must stand clear of the internal domestic quarrels about the nature of the new state. He must somehow try to find the experts who can run the essential services, or he must persuade ~~XXXXXX~~ Lumumba to permit the Belgians to stay and run them, and then

persuade the Belgians they ought to stay. He must persuade the other African nations to go along with his policies, and he must avoid an open rupture between the United States and the Soviet Union. It is a case of improvisation without parallel. He has a civilian force drawn from Cuba, France, Lebanon, Haiti, Greece and Czechoslovakia; also from the Netherlands, Finland and Ireland. Civilian air crews come from Sweden, Norway, Yugoslavia, India, Argentina, Brazil and Denmark. The language problem is difficult, the communications system primitive; the search is on for specialists of all kinds. These specialists must in fact run the civilian economy and the social services, while the Congolese try to learn, and at the same time not create the impression that they are taking over the government.

During the past week Hammarskjold has won a victory for his policies in the Security Council; and the erratic and bellicose Lumumba has simmered down, presumably because he learned that the Russians would not back him to the breaking point. This provides reasonable grounds for hope, but none for complacency. The last effort at international organization - the League of Nations - foundered, not because of lack of skill or dedication on the part of its Secretariat; but rather because

it was demonstrated that the League could do nothing about the Japanese in Manchuria, or about the Italians in Abyssinia; and because the Germans decided to go adventuring on their own.

The future of the United Nations is ~~surely~~ at stake in the Congo, but it is not merely a question of restoring order and the essential services in that area. The future of the U.N. will remain in question until there are meaningful talks between the United States and the Soviet Union, and eventually such conversations will have to include Communist China.

History is made by men - or at least, historians make men the symbols of their time. Probably it is power that determines history - power and ideas. The one place where power and ideas now confront each other, and where compromise is possible, is in the United Nations. It would therefore seem that if we are confident in both our strength and our ideas, it should be our purpose to strengthen in every way possible that organization. For surely the alternative is collision.

A scene of verbal collision this past week has been the meeting...in Costa Rica...of the Organization of American States. The United States, in the person of Secretary of State Herter, called on the O.A.S. to rebuke Cuba for its "tolerance and encouragement" of Communist intervention. Cuba, in its turn, accused the United States of meddling in Cuban domestic affairs. Here is the report of my colleague, Richard Kallsen, in San Jose.

In Costa Rica, another international organization...the Organization of American States...has undergone a major test. The issues: Dictatorship and demagoguery, and the danger of Communist penetration. ~~infiltration in the hemisphere.~~ My colleague, Richard Kallsen, has undertaken an analysis of the meeting. Here is his report from San Jose.

A possible site of collision between East and West... a "powder keg", it usually is called...is Berlin. Daniel Schorr has just been to Berlin...observed its mood, examined its prospects. Here is his report.

Edward R. Murrow August 28, 1960

For the first time in nearly two years, we are not talking with Russia on any phase of disarmament. The talks on general disarmament were broken off by Russia in June. And...a few days ago...the marathon negotiations looking toward a ban on nuclear weapons tests, adjourned for a five-week recess.

Disarmament talks were suspended because they were deadlocked. Neither side saw ~~any~~ hope...at this time...of finding an alternative to the arms race. And while we prepare new positions, the Russians have what they wanted all along---a cessation of tests without any kind of international control.

The United Nations Charter makes disarmament a primary responsibility of the world organization. Consequently, it has been teasing at the subject ever since 1946...when the protagonists were Andrei Gromyko and Bernard Baruch, and the United States had what it believed to be a long lead, due to its monopoly of the atomic bomb.

In 1952, the United Nations set up a Disarmament Commission, composed of eleven members. Russia wanted a larger body...with representation

equally divided between the Western powers and countries which either were neutral or belonged to the Communist bloc. Russia boycotted the meetings of the Disarmament Commission until it got its way. The real work, in the interim, was done by a subcommittee made up of the United States, Canada, Britain, Russia and France.

In 1958, the General Assembly voted to include all members of the United Nations in the commission. This proved cumbersome...as the West had predicted...and last autumn the Assembly handed the disarmament problem over to a ten-nation conference in Geneva. This time, when Russia demanded East-West parity, it was granted. The Communist side was represented by Russia, Poland, Czechoslovakia, Bulgaria and Roumania. The five Western countries were the United States, Britain, Canada, Italy and France.

Already...for more than a year...representatives of the United States, Britain and Russia had been meeting in Geneva to negotiate a ban on nuclear weapons tests. It was these talks on nuclear test suspension which recessed last week. Russia and the West agreed in principle on a controlled ban of large-scale tests...explosions in the atmosphere.

No agreement was reached for controlling experiments conducted underground. Strictly speaking, both conferences dealt with disarmament. But the three-power talks are restricted to the question of stopping nuclear weapons tests.

The ten-power conference...dealing with disarmament in the broad sense...bogged down almost at once with the sweeping proposal that Khrushchev made before the U.N. General Assembly. This was the proposal that general and complete disarmament be carried out in four years. The West studied the plan, found its control features entirely too vague. A Western plan was then submitted, calling for disarmament in three stages, with detailed inspection measures accompanying each step. The second step would be taken if and when the first step was complete. The same with the third step. At the end of the third stage, all national forces except those required for maintenance of internal security would be abolished. Peace would be preserved by an international force.

Last May...in the midst of these negotiations...came the U-2 incident. Khrushchev killed the summit conference. It was almost a crime of passion. He used such strong language...accusing the United States of cowardly, piratical action...that from then on the Geneva talks seemed to live

on borrowed time.

The ten-nation talks on general disarmament ended on a note of bitterness. Russia introduced new proposals, including a scheme for the destruction in the first stage of disarmament of all means of delivering devastation...but again without the inspection and control which we deemed essential. The United States would, at the very start, be stripped of its deterrent power. It would also be required, under the Soviet plan, to abandon all its overseas bases.

In mid-June, the American delegate...Frederick Eaton...flew to Washington and returned with counter-proposals. At this point, the Russians stalked out without waiting to hear what new plan for saving the conference the United States might submit. The West, Russia claimed, had been using the talks as a smokescreen for camouflaging an armaments race. The United States said Russia had made a sham of the negotiations. It is now clear, said Eaton, that the Russians never wanted an agreement from the start.

Standing over the conference table was the spectre of Communist China. Peiping has said that any disarmament agreement arrived at without the formal participation of the Chinese Peoples Republic cannot "of course"

have any binding force on its government. Since the talks began, France has joined the nuclear club. A Russian scientist said recently that China has made much more progress in this field than the outside world would suspect.

This month, the United Nations Disarmament Commission met, here in New York. The commission...made up of representatives of all eighty-two members of the United Nations...could not hope, in a few days, to solve a problem, which the delegates from ten countries failed to unsnarl at Geneva, in sessions lasting more than three months. The United States asked for a meeting of the commission, not to negotiate (because that was impossible before so large a body), but to present its case to the world... and urge that negotiations in the ten-nation disarmament committee be resumed without delay. The United States, however, made two proposals. It offered to shut down all plants producing enriched "weapons grade" uranium, if Russia would do the same. It also offered to set aside 33 tons of uranium for peaceful purposes...turn it over to an international organization...if Russia would match the offer. But the Russian delegate said no. Stockpiles of weapons of fearful power, he said, would still be left.

Khrushchev wants the disarmament question taken up by the full General Assembly when it meets in September. He has suggested that the heads of all member states attend the Assembly session...which means he might come himself. President Eisenhower has said that he would by no means "disbar" himself from attending, although he called Khrushchev's proposal obvious propaganda. Mr. Eisenhower has served notice that when the United States feels no progress toward disarmament is possible, it will resume testing. "We have to take care of ourselves." But, he said, we will not carry out tests in the atmosphere...we shall not add to the apprehensions of people about their health.

The Republican and Democratic platforms, it might be pointed out, agree as to disarmament. Both express readiness to negotiate but insist that any treaty include adequate safeguards. The Democrats would set up a National Peace Agency, which would develop...tie together... the scientific data necessary for serious disarmament talks. The Republicans say that if the Geneva conference on nuclear testing fails to produce a satisfactory agreement, they will support the President in any decision he may make "to re-evaluate the question of resuming underground nuclear tests."

The President and his advisers are now making this re-evaluation. Secretary of State Herter has counselled against ~~taking any~~ precipitate action. The Defense Department argues that a resumption of underground tests, to improve detection, is required. This may be technically correct. But we cannot be candid with ourselves and expect the uncommitted peoples in Asia and Africa to read the fine print.

This is Ed Murrow - We will be back at this time next week

CBS RADIO NETWORK

BACKGROUND

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

Sunday, August 14, 1960
12:05 - 12:30 PM

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Five days have passed since the Secretary General of the United Nations, Dag Hammarskjold, who is generally given to understatement, warned that the issue in the Congo was peace or war. Hammarskjold asked the Security Council for a specific mandate for his efforts to obtain the admission of the United Nations forces into the Province of Katanga. The mandate was given. Hammarskjold flew into Katanga as an emissary of peace and commander of two companies of Swedish troops. Here, reporting from the Congo is my colleague Winston Burdett.

BURDETT: This has been another of those bewildering weeks in the Congo in which every reporter here feels that he's being fast overtaken and submerged by the rush of events. This report will be a brief and desperate attempt to step back from the kaleidoscopic scene for a moment and to see where we stand. My own impression is that in all the confusion of this week something new has happened. The past two days has carried the drama of the Congo into a new phase and towards a new and different kind of crisis. The immediate issue is Katanga, the contest between Prime Minister Lumumba, head of the Central Government and Prime Minister Tshombe, head of the Katanga Rebel government for political control of that important province. But the larger issue is the United Nations and its role in the Congo. Relations between the U. N. and the Congolese government are now in a critical stage before they have really gotten off the ground. In a way this affects not only Katanga, a bungled matter in itself, but the whole future of United Nations operation in this country. There were two turning points in the events of this week: There was the Security Council's new and ~~(indist.)~~ specific mandate to ~~the~~ Secretary General Hammarskjold and then there was the interpretation which Hammarskjold gave of this mandate. Hammarskjold knew that on returning to the Congo he would be causing a cross fire of a fierce internal

struggle. On the one hand Lumumba was prepared to insist that since the U.N. recognizes the unity of the Congolese States it was the U.N.'s duty to see that his own Central Government established its rule throughout the land. He wanted U.N. armed protection for his government's entry into the rebel province. On the other hand, Prime Minister Tshombe was prepared to insist that he should still control access to his territory even after the arrival of U.N. troops there, that is that his police should still be able to deny access to his political enemies. Hammarskjold's decision on this key point was a victory for Tshombe. We've heard reports that under his instructions not to interfere in Congolese internal affairs the U.N. could not commit itself on a political or constitutional question. The troops of the U.N. could not and would not enforce Lumumba's rule in Katanga and would not therefore provide protection to Lumumba or his ministers if they tried to enter the province. Inevitably this simple decision has far-reaching implications. In effect Hammarskjold recognized that Tshombe's fight for an independent Katanga is part of a genuine constitutional struggle. In effect he rejected Lumumba's claim that the constitutional issue is already settled and that Tshombe is a traitor who is seeking by illegal activities to disrupt the unity of the new Congo.

This has been a rough week for Lumumba. The air in the Congo has been ringing with threats and rumors and proclaimations of secession. The Congo is, after all, a vast conglomoration of tribes. The unity that it had for 80 years was an artificial unity improved and maintained by a foreign power. Now Lumumba, a militant nationalist politician who has taken President Nkrumah of Ghana as his ideological model, is trying to impose on this tribal conglomerate the tight pattern of a highly centralized modern state. His enemies, the leading tribal politicians of

the various provinces, want to see a loose confederation of states with strong provincial automomy. A still compromise is possible between them and his threats of uprisings and civil eruptions fill the air. That is because Lumumba's opponents are afraid of his ambition. They distrust him both as a lion and a fox and they are deeply convinced that his insistence on a strong centralized state is merely a front and a cover for his personal drive to power. This week in any case Lumumba was geing besieged by threats and rumblings of secessions and this week for the first time he began to imply the familiar police methods of the African nationalist strongman. He proclaimed a state of emergency and began arresting opposition leaders. Politically Lumumba is on enemy ground even in Leopoldville, the capital city. His police raided and ransacked the headquarters of the leading opposition party in the city the other day. This party has been seeking to establish an autonomous province in the lower Congo and its followers belong to the largest and most powerful tribe in this key region. The ~~Gaikungos~~ ? Bakongos as they are called are more than half the native population of Leopoldville and their uncrowned king is the Congo's chief of state, Joseph Kasavubu, himself. Lumumba evidently hopes to intimidate the various break-away movements by getting tough. And as the week ended his government decreed for itself virtually unlimited powers to control newspapers and to ban those that it does not like and to control associations of all kinds and to suppress those that it does not like. Everything depends on the spirit of understanding and cooperation that exists between the U.N. and the Congolese government. Without that cooperation everything collapses. In the long run it seems the U. N.'s greatest enemies in the Congo are the ignorance and suspicions of the Congolese themselves and the political inexperience and political waywardness of their leaders.

And now back to Edward R. Murrow in America.

MURROW: Hammarskjold is not the only statesman who has been travelling. Two weeks ago the Chancellor of West Germany went calling on the President of France and last week the Prime Minister of Great Britain flew to West Germany and saw the ancient Chancellor. There were all kinds of rumors; something was happening to the shape of Europe, but what. Here is the report of my colleague, Daniel Schorr, who is based in Bonn.

SCHORR: A dream has died here in Bonn, the dream of the United States of Europe. Maybe it'll be reborn as it has been many times before but for now the visinn of Western Europe or at least six countries of Western Europe all under one flag has been put away without the formality of a death certificate. Britain's Macmillan helped to do it. France's De Gaulle helped to do it. Khrushchev played his part and so in a round-about, unintentional way did America. But the man who administered the coup de grace to the dream was one of its fathers, Konrad Adenauer of West Germany. The 84-year old Chancellor who is sometimes accused of stubborness and inflexibility made the lightening switch because he prides himself on being a realist. He decided a European federation wasn't getting anywhere anyway and that times were too dangerous to permit dividing Western Europe into blocs. He decided that what was needed now was less unification and more unity. In a word Britain had to be brought in on almost any terms. It was a great dream that Adenauer had dreamed along with Schumann of France and De Gasperi of Italy, merging Europe economically, militarily and finally politically. It would create a great economic unity. It would make possible rearmament of Germany without creating a German Army. For fifteen years they worked as they put "to make Europe."

The British never liked the idea. They had their ties to the Commonwealth and their special relation with America. Churchill had an idea about unity too: Unity among governments, not by

abolishing governments; close cooperation rather than integration. The British joined the Seven Nation Western Union which was the forerunner of the North Atlantic Alliance. And they joined the 15 Nation Council of Europe in Straussberg whose assembly is a debating society and whose ministers meet now and then to talk things over. But little Europe-France, West Germany, Italy, Belgium, Holland, Luxembourg - little Europe went ahead with its own plans for integration. First the Schumann Plan, the cold steel community which works. Then a Schumann Plan for peaceful atomic energy, Euratom, which has all but died on the vine because President De Gaulle has insisted on keeping under national control the nuclear materials that he has marked for military purposes. The plan for an integrated military force, the European Defense Community, was torpedoed by French Premier Mendes France, a tremendous setback, but little Europe recovered enough to proceed with the plan for a Common Market, an economic community with no internal tariffs and a unified tariff towards other countries. Britain which refused to join but resented being shut out responded by organizing the Outer Seven countries into a free trade area. Britain gave warning of the danger of a cut-throat trade war between two rival blocs but the integraters were not swayed. They said Britain was always welcome to join on the Common Market's terms.

But then several outside factors intervened to change the course of history. First was the the collapse of the summit conference in May and the tougher Soviet policy that followed. The possibility of a new Berlin crisis and the real crises in the Congo and elsewhere. They sent storm signals up into West European chanceries and made unity seem imperative. Along with this Macmillan's firmer stand against the Kremlin which gladdened old Adenauer's heart and made him feel that maybe Britain was a worthy ally after all. Second was De Gaulle's drive for European leadership, a drive to become more equal than the others in the North Atlantic Alliance and

to become the only nuclear power of little Europe. Chancellor Adenauer valued his alliance with De Gaulle but at the same time began to feel uncomfortable, uncomfortable about the policy of De Gaulle who was g again federating Europe but wanted to lead it. De Gaulle's policies too might eventually drive a wedge between Western Europe and the United States. Adenauer needed support in West European councils; that support could only come from Britain.

Third, Adenauer began to have his doubts about America, not about the basic alliance with America which is the keystone of his policy, but about our leadership. He wondered whether President Eisenhower had shown weakness or perhaps fuzziness about Berlin in his Camp David talks with Khrushchev last September. He was dismayed by the confused handling of the U-2 affair and the abortive visit to Japan. Some of America's prestige was restored by the handling of the RB-47 and the Congo situation in the United Nations. But now the election campaign was starting and then would come an untried young President. The feeling began to grow that Europe needed more of its own initiative in its own hands. Government spokesmen began talking about Europe's old men and America's young men. A semi-official German analysis said that a new arrangement for European cooperation had to be shaped before the new American President appeared on the international scenex and Adenauer made his decision. The European Federation, which could not come about as long as De Gaulle lived anyway, would be jettissoned. A looser arrangement would be made that Britain could join and as the first step the trade conflict had to be gotten out of the way. And so Macmillan was invited to Bonn. Adenauer who thinks politically rather than economically didn't talk specifics. He assurred Macmillan that the necessary concessions would be made to bring the two trading blocs together. Britain could keep her free entry of goods from the Commonwealth. The new negotiations would be handled not by the Common Market of a supernational community but by the

governments as governments. With the Economic Conference out of the way Britain could join some new system of European political consultation, a joint secretariat or periodic meetings of ministers or something. This means the end for the foreseeable future of any United States of Europe. Along the road to federation stand the three supernational communities: coal and steel, atomic energy and the Common Market. But now the road is not going anywhere. Adenauer has decided that little Europe cannot go it alone without Britain.

Now back to Ed Murrow in New York.

MURROW: Ever since the end of the Indo-China War of 1954 the jungle kingdom of Laos has presented itself as an enigma to both East and West. Laos, per capita, receives more American economic and military aid than any other country in the world yet politically it is one of the most unstable. During the past year it has had three changes of government. Now a young Laotian Army officer is engaged in a new coup d'etat which could affect the whole history of Southeast Asia. My colleague, Peter Kalischer knows the country. We switch now to Tokyo for his report.

KALISCHER: The Kingdom of Laos which is enjoying a coup d'etat was not invented by Gilbert & Sullivan but it could have been. Consider a country called "The land of the million elephants and the white parasols", a country with 20,000 imported automobiles and 10 miles of paved road; where rice is the staple diet and opium the biggest cash crop, a nation the size of the State of Oregon populated by one or two or three million Laotians, no one really knows because Laos has never had a census. Even the term Laotian must be qualified. Less than half the people are true Laons, a race of uncertain origin who by language and custom are closely related to the next door Thailanders or Siamese. The remainder are aborigine mountain tribes who move back and forth across the ill-defined boundaries of this land-locked nation, into and out of pro-Western Siam,

neutralist Burma, Communist China, Communist North Vietnam, anti-Communist South Vietnam and neutralist Cambodia. It is this geographical location that makes Laos the cockpit of Southeast Asia. True Laos, Communist China and North Vietnam can outflank South Vietnam. Across the narrow breadth of this jungle covered mountainous country whole battallions can infiltrate Thailand, our Southeast Asia military allyx and, conversely of course, a militantly pro-Western Laos is considered a threat by China and North Vietnam. The Geneva Conference of 1954 which halted the fighting in Indo-China and partitioned Vietnam imposed a delicate neutrality on Laos. Two of the northern provinces had been invaded by Communist-led hill tribes and Laotians calling themselves Pathet Lao. An International Control Commission of Canada, Poland and India was set up to keep the peace until the two provinces could be integrated under the Royal Laotian Government and the Pathet Lao battallions incorporated into the royal army. The royal army was permitted to have foreign military advisers but only French ones. The Laotian Prime Minister at the time was Prince Suvana Pumax. The chief of the Communist Pathet Lao was his half brother, Prince Suvana Vong, a fact that kept the problem in the family and made allowances for the Lao shortage of trained personnel. Less than half the people are literate and most of them do not know who is king or where is the state of government. In 1957 the royal princes reached a compromise. The two Communist-led provinces and the two Red battallions came under government control. The Pathet Lao became a legal party. In elections they and their sympathizers won 13 out of 21 seats of state and scared the conservatives into a coalitionx. The coalition forced out Prince Suvana Pma and replaced him with Phoui Sananikone. Sananikone took a deep breath and decided to go all out on a pro-Western policy. He asked for and got nearly 200 American instructors to teach the army how to use the World War II weapons it was getting from us under a military and economic aid program that to date has cost

more than a quarter-of-a-billion dollars. He also tried to clean up the corruption that kept most of the money in the capital and in the hands of a fewxxxxxx for Laos unfortunately was the classic case of badly administered aid. Last year 25 miles from xxxx Vientiane the capital on a branch of the Maitai River this correspondent walked into a village which xxx had never seen a doctor or a nurse or modern medicine, never, but it had seen Pathet Lao patrols. Sananikone's pro-Westxxxxpolicy set off the firecrackers. One of the two Pathet Lao battallions supposedly surrounded by loyal government forces slipped off into the jungle. Pathet Lao raids began in force from the direction of North Vietnam. The government arrested the Red Prince, Suvana Vong and all the Pathet Lao assemblymen who didn't get out of town in time. SOUVANNA A United Nations investigating commission found that while there was evidence of aid to rebellion no proof of flagrant aggression by Communist North Vietnam and soon the shouting died down although the Pathet Lao infiltration xxxxx shifted to the south. The Laotian government however continued to shift toward a pro-West pro-American policy. The new King xxxxxxxxxxxxxxxxxxxx/gave his blessing to a small government coup last September that ousted Sananikone in favor of a Prime Minister representing the Young Turk movement of the Committee for the Defense of the National Interest, even more pro-West than Sananikone. Then last April the government held new elections, elections which made the old Syngmann Rhee ballotting in Korea a model of honest government in action. The committee won 35 seats out of 59 and the neutralist none. xxxxxx Prime Minister Samsonit was installed, a favorite of the xxxx King. Just as mysteriously as the Pathet Lao/slipped away last year Prince Suvana Vong under house arrest also escaped. It is believed that this pre-staged last week coup d'etat by the xx Second Parachute Battallion. The unknown Captain Kong Le who lead it is no more of a surprise than the very well known names on his executive committee. They include every group from the Left Wing Peace Party sympathetic to the Pathet Lao to Colonel Ubon

Sananikone, nephew of the former Prime Minister and the most important man, although he claims he is not part of the coup, is ex-Premier Souvanna Phouma, half-brother of the escaped Red leader and recently Ambassador to France. There are two possible interpretations according to this observer: First, this is a deliberate and calculated attempt to regain genuine neutrality combined with peace against the high-handed methods of the king. Second, the leaders whose names are included are being held hostage in a genuine Communist plot. I'm inclined toward the first theory.

This is Peter Kalischer in Tokyo and now back to Edward R. Murrow in New York.

MURROW: The three governments which Laos has enjoyed in the past year up to now have been anti-Communist. Guy Searls reports from Hong Kong that under these governments American influence was on the increase. Now he says it appears that the establishment of a neutralist government in Laos might not be a good thing for the West. He says the problem can perhaps be summed up best by asking: How neutral can a neutralist be? Or, how dangerous can a neutralist be? It appears in the first place that American military advisers will have to get out. Peace will be made with the Communist rebels. Diplomatic recognition and unconditioned aid will be accepted from any source. These, says Searls, are things which make anti-Communist statesmen and groups like the Southeast Asia Treaty Organization shiver. For there is nothing they can say appropriately against Laos running its own affairs. There is reason to doubt that a nation which has had so many changes of government in so short a time is sufficiently staple to prevent the Communist in its midst from taking advantage of its weakness. If Laos turns neutral, reports Searls, only to succumb to communism it will be a major problem for the anti-Communist world.

The Soviet government has chosen to fill its controlled press with stories of American spies. Five Americans have been accused of spying or subversion in the past three months. This would appear to be a build-up for the trial of Francis Powers. The American U-2 pilot will be tried in a showcase by the chief Soviet prosecutor. Powers may be convicted and sentenced to serve the same term as the Russian spy Abel. That would be thirty years. He could receive a heavier sentence, even death, or in a grandiose gesture he could be let go scot free. The trial will be spectacular. It may answer the question why Powers failed to destroy his aircraft. In this time when the cold war is intensified words are used to incite. This is a dangerous strategem for it is possible to be a prisoner of one's own propaganda. In his studies of the causes of the civil war, titled "No Compromise" Professor Arnold Wittrich says: "That there were real grievances and real anxieties is obvious but through incessant propaganda the emotional balance was so upset that any suggestion of conciliation, any appeal to common sense, was made to appear like treason or cowardice in disguise. Never," he added, "was the cry 'No Compromise' raised with more terrible results," at least not up to now.

This is Ed Murrow. We'll be back at this same time next week.

E.R. Murrow: Background. August 7, 1960.

This is Ed Murrow: The name of the program is BACKGROUND.

Before hearing ~~the~~ a report from Cuba - and another on what may happen at the "bobtailed" session of Congress tomorrow, I should like to say a personal word regarding this program. This is a political year, and like any other year it is a time for the exercise of objectivity by those of us who, by accident or ability, have the monopolized opportunity of sitting behind a microphone. There is, of course, no such thing as a completely objective reporter, or analyst. We are all the prisoners of our own experience - reading, travel, and listening. I am aware that the mere juggling of prejudices often passes for thinking, and that the whole truth is not revealed to a man merely because his voice is amplified to reach from one end of the country to another. This reporter is a member of no political party - seeks no political favors - fears no reprisals for what may be said here - and is aware that over the years his judgment has not always been right. Having spent the last year traveling the world and this generous and capacious country, I shall draw upon that experience from time to time, but will not knowingly do violence to the truth.

A certain prejudice is sometimes discernable in the listener. This was illustrated during the recent conventions by a certain number of communications saying, in effect: "Why don't you be completely neutral and objective, and support my candidate?"

There will be ample time later on to examine the record and performance of the two young men who are engaged in such a relentless pursuit of the presidency. Right now I am uncertain - somewhat bewildered - and therefore speak with the utmost restraint when I suggest that as of now both Parties are in some danger of perpetrating a fraud upon the American people. The solution to the problems that press in upon us simply cannot be as simple or as painless as they have been made to appear. There is not the slightest chance that [redacted] any government can supply security from womb to tomb, solve the problem of Civil Rights, expand our economy - compete with the Russians economically and militarily - nourish the underprivileged nations, and continue with business as usual. It is doubtful that we as a people can stand in line for a second helping of automobiles, refrigerators, television sets and all the rest, while more than half the world goes to bed hungry at night. We are engaged only

partially in a struggle for men's minds. It is also a struggle for their bellies. This is so because below a certain caloric intake, words such as "democracy", "freedom", "human dignity" are utterly without meaning.

Both Parties, at this point in the campaign, might adopt as their theme song: "Just Vote for Us and the Livin' is Easy". If we are to survive and lead, it isn't going to be easy - both candidates know that. It will be at least interesting to see which will be the first to level with us on this subject. Both Parties agree that there must be no price tag on American security; but neither candidate has yet made it clear that this commodity is not to be found in the bargain basement.

Both Parties are running against Khrushchev. Both agree that the outcome of the election may be determined by the voter's opinion as to which man is most capable of dealing with Khrushchev, in the kitchen, at the U.N. or elsewhere. This may further inflate Mr. Khrushchev's already high opinion of himself, but it contributes little to the solution of the problems that confront us. We are not in the process of choosing a champion who can do battle with Khrushchev. Foreign policy is not either words nr dollars. It is power - stability. It is tolerance - it is example - it is the sum

total of what we are. It is not travelling salesmanship; it is not proposing worldwide free elections for people to choose between Communism and our way of life. It is steady, implacable, persistent pursuit of aims that are shared by men who are, or desire to be free. There are very few [redacted] elements in our national life that do not impinge upon foreign policy. These stretch all the way from the Polaris submarine to the price of wheat on the Big Board in Chicago. Even the fact that the stock market goes down when the prospects for survival appear to go up, affects our foreign policy. When we support governments abroad that do not enjoy the support of the people they govern, we create the impression that we have no real or abiding interest in liberty, decency or justice, and that we have departed from our own doctrine and our own heritage. Our split personality is apparent to our friends and enemies alike. In the Meditterranean area we stand firmly with one foot planted in fascist Spain, and another in Communist Yugoslavia. One day last winter I lunched with the editors of the Euricher Zeitung, one of the great newspapers of Middle Europe, or of the world for that matter, and one of them said to me: "It has just been announced that your great President is going to stop in Madrid to cuddle up to Franco,

while he has also appointed a committee to examine into the reasons for anti-American sentiment in Latin-America." He suggested that one step or the other was not necessary.

Our enemies and our friends were looking when the President went to Formosa, accompanied by the Seventh Fleet with five hundred jets flying cover about a hundred miles off the mainland of China. The visit perpetuated the myth that Chiang-Kai-Shek's government represents six hundred million Chinese, when there is no assurance that it represents the majority of the Formosans. It is a fair question to ask what our reaction would be if Khrushchev should arrive in Cuba accompanied by such a display of military might.

Spokesmen for both Parties have welcomed economic competition with the Soviet Union; but they have not gone on to ask the basic question; that is, whether a free enterprise system can compete effectively with a government trade monopoly which can operate at a loss for political purposes - whether we require to grant huge tax concessions to American corporations operating overseas, new guarantees against expropriation, or even relaxation of the anti-trust laws to deal with foreign trade. I do

not know the answer, but we are unlikely to find it until we begin asking the right questions.

Senator Kennedy is fond of quoting Winston Churchill. Our attitude ought to be, instead of arguing about who can best stand up to or deal with Khrushchev, we might say to him what Churchill once said to Hitler: "You do your worst. We shall do our best." But candor would compel either candidate to add to that: "The doing of our best will not only be expensive in terms of dollars; it may require sacrifices - sacrifices made in cold blood, going far beyond anything we encountered in the last two wars."

Having defeated our domestic isolationists; having given aid to former friends and enemies alike on an impressive economic scale, there are now unmistakeable signs that we are in some danger of being isolated. That has been the fixed purpose of Russian policy since 1947. The British have asked to re-negotiate the deal under which we maintain military bases on their soil. Our bases in Libya and in Turkey cannot be regarded as secure. The Navy has decided to base its Polaris submarines on Guam, rather than on Japan, presumably because of the uncertainty about our

bases there, and because the Japanese don't want nuclear-laden submarines in their harbors. There is throughout Western Europe an underground feeling that maybe these two giants - the United States and the Soviet Union - should be let alone - that if they destroy each other, disaster will come to the rest of the world also; but meanwhile there is no point in making the sacrifices necessary to support our policies, which appear to them at times bellicose and at other times bending.

I am not sure about the missile gap, but there is developing between us and our allies and the neutrals a "confidence gap." It can probably be bridged by the new President, but not merely with words, or dollars or good will business. It will have to be done to a large extent by the example that we as a nation set. We will, I suggest, have to get over the idea that all criticism of our policies, both at home and abroad, stems from Communists. We will have to abandon the juvenile notion that those who are not unquestioningly with us are automatically against us, and that neutralism is a nasty word. Present developments in the Congo illustrate the importance of neutrals. Had every nation been lined up firmly on one side or the other, collision would have been inevitable. The neutrals give the big powers elbow room to maneuver.

Under the forced draught of events, and the cool judgment of men such as Hammarskjold and Bunche, the world has taken two staggering steps in a direction of sanity, the U.N. Emergency Force in the Gaza Strip separating Egypt from Israel, and now the operation in the Congo.

If the two presidential candidates meet in debate we may discover not only whether a man's face can hide what is in his heart, but what the two men propose to do, other than stand up to Khrushchev. Two proposals already made in the field of foreign policy merit attention. The Democratic proposal that a National Peace Agency be established, committed to a sustained effort and study of disarmament. In short, to determine a basis, if any upon which we are prepared to settle with the Russians. The second was Mr. Nixon's promise that if elected he would bring all the non-military agencies operating abroad into one group . There is no question that our overseas representation is bloated; that we send too many people abroad for too short a time, with too little training, with too little knowledge of languages, and too little curiosity about the history and culture of the countries where they are stationed. There are some shining and indeed inspiring exceptions. Some people of ability

of a very high order. Our Foreign Service and the U.S. Information Service are both improving. But they can do no more than reflect or report what is happening here.

The big story (in terms of news, and I suspect, in history,) ~~newswise, and I suspect history-wise,~~ is right here in this country. [redacted]

There is an obvious danger in this political preoccupation with foreign policy. That is that in the heat of the competition things may be said which will mislead grievously either our allies or the Russians. That is a danger that is inherent in our system. But our political [redacted] campaigns are fortunately not confined to serious, sombre issues. There is still room for the political story. (And we'll hope to tell you one from time to time.) ~~In the spirit of true objectivity I pass along to you two of the best, or worst, that have come to this reporter's attention. A rather sinister picture of Vice President Nixon, with the caption: "Would You Buy a Used Car from This Man?" And to balance that with fine impartiality the story, undoubtedly apocryphal, that the Kennedy brothers were asked why they didn't display a little humility. And the answer came back: "Does that have something to do with the moisture in the atmosphere?"~~

Lead into CHURCH

The Senate meets tomorrow, the House a week from tomorrow. Both presidential candidates, the chairmen of the two major parties, and the Democratic candidate for vice president, will be on hand when Congress reconvenes...and deeply involved. All proclaim a serious desire to pass needed legislation, without thought of political advantage. Yet rarely...if ever...has the Senate so resembled a political cockpit. My colleague, Wells Church, reports from Washington on what to expect.

(Tape from Church
(Runs 5:10

Lead into KALLSEN

It is reported that President Eisenhower will ask the special session to authorize at least 200-million dollars...now...for his new aid program for Latin America. Congress will have one eye cocked on Cuba...where the hopes, and the ideals, of a revolution have been betrayed. We asked our Havana colleague, Richard Kallsen, to try to tell us in a few hundred words what has happened. Here is his short-wave report.

(Tape from Kallsen
(Runs 4:30

folo KALLSEN

Nineteen months have passed since Batista fled Cuba and the bearded ex-lawyer inherited the island. Americans took heart at the end of tyranny. The New York Times...speaking of "this new dawn of Cuban history"...said Cubans must now construct a free, clean and democratic government...hoped that there would soon be "an end to the fury, the hatred, and the fear." The Times also said in its editorial that Americans should not delude themselves. In Cuba...as in certain other parts of Latin America...~~their~~ our government was not liked. A resentment existed against Washington. The Times predicted this would make the situation in Cuba "diplomatically difficult". It was right. By wrong-thinking, by our cozing up to Batista, by greed on the part of some American businessmen, we accumulated a fund of antagonism, which Castro is drawing on today.

This is Ed Murrow. We'll be back at this time next week.

Murrow, Background, Sunday, July 24, 1960

This is Ed Murrow....The name of the program is BACKGROUND.

Premier Lumumba of the Republic of Congo reached New York this morning. The leader of the new African nation...which is as large as all of Western Europe...said that he would "make direct contact with the secretary general of the United Nations, in order to arrange a speedy solution to the problem of the Congo."

What are the origins of that problem? What are the possible consequences? Who is to blame? I asked my colleague, Winston Burdett, for a primer on this problem...to take as much time as he wanted, and try to answer these questions, which are so ~~important~~ important. Here from Africa is his report.

Burdett tape, runs 13:10

There are grounds for encouragement in the action taken by the United Nations ~~in the dealing with the crisis in the Congo~~. Those who believe that there may ultimately be a rule of law on this planet...an international police force to enforce it...have been given new reason to hope.

Richard C. Hottelet reports from United Nations headquarters in New York.

Hottelet tape runs 3:50

E.R. MURROW: BACKGROUND: JULY 24, 1960

Two events of the week overshadow both the profound and the petty politicking that has been going on. The successful United Nations action in the Congo is an event of profound political and military importance. A few years ago a development such as this would have been a signal for the great powers to start carving up rich territory. Now the great powers are supplying the airlift and materiel, and the neutral nations are providing the necessary troops. It is an illustration of the importance and, indeed, the necessity for neutral nations. It is the real beginning of an international police force that prevented another Korea. And it established a pattern and precedent which may have to be applied in other areas of Africa. In the swift onrush of events we are likely to forget that this action had precedent. The United Nations Emergency Force has kept the uneasy peace between Egypt and Israel since the end of the Sinaii campaign in 1956. It hasn't solved the bitterness between the two countries. It hasn't resolved the economic or ideological conflict, but that is a matter for politicians, not soldiers.

The mixed force in the Congo cannot compensate for ~~XXXXXXXX~~ Belgium's neglect and exploitation of the territory, or her failure

to educate the youth of the country, or to train a civil service. But they can, because they are neutral, prevent Africa from becoming a battleground between the great powers.

I would guess that history will censure the Belgians for their failure to prepare the Congolese for independence, but it will regard the United Nations' action as a most significant departure from the days when the strong nations took what they could. Those who believe that there may ultimately be a rule of law on this planet - an international police force to enforce it - have been given new reason to hope.

Another event of the past week overshadows the profound and the petty politicking that has been going on — the

~~Those who believe that happy time to be far in the future may find encouragement in another of the week's developments. The~~ successful operational firing of two Polaris missiles from a submerged submarine. This is not the ultimate or absolute weapon. But it is more than merely another awesome addition to our arsenal that one submarine when combat-loaded will carry more destructive power than that dropped by all the bombers flown by all the nations engaged in the late war. When those big steel doors covering the missile ~~[illegible]~~

launching tubes lift up and lock back you have the feeling that they are, in fact, the doors of doom.

The Polaris not only gives our striking arm greater mobility and flexibility, it presents the Russians with a new problem of detection, and must cause them to re-calculate the possibility of destroying our retaliatory power with a single blow. Every new weapon of course produces counter-weapons, and the time may come when the detection of submerged submarines is not as difficult as it is now. But for the time being, the fleet of Polaris submarines when operational will probably present our best chance of survival. The impact of Polaris is not purely military. It will reduce our reliance on overseas bases, which in turn will reduce the possibilities of pressure upon us - diplomatic and otherwise - by nations where our bases are now located. It will give us not only military but diplomatic flexibility, and reduce our reliance upon the continuing good will of foreign governments, which may be either unstable or subject to Russian pressure.

All weapons, even an air rifle, are dangerous. And the

~~possibility~~ Chances of murder and suicide on a global basis, and by accident, are increased by the development of the Polaris. When these submarines are on station they will be thousands of miles from Washington. Every possible precaution has been taken to prevent an error in communications. It requires many actions and several men to make the warhead hot and ready for launching. But these submarines will be manned by human beings. ~~They will probably be more carefully chosen and trained than any man who ever put to sea. But the old risk of the sea will still be present, the possibility of human error. The Navy is confident that every possible precaution has been taken. But the fact remains that there is a tiny element of risk.~~ The young men who command those submarines will, in a real sense, walk the decks of destiny.

The young men who seek their destiny by way of the ballot box have had a busy week. ~~The unkindest cuts I have heard about Senator Kennedy and Vice President Nixon are these: An unflattering picture of the Vice President with the caption: "Would you buy a used car from this man?" And it is being said that when the Kennedy~~

~~brothers were asked about humility, they thought it had something to do with the moisture in the atmosphere.~~ The political stories may get rough ~~later on.~~

Senator Kennedy has put together what can fairly be described as a formidable and able brains trust-- men who are experienced and articulate. The Republicans here in Chicago have been trying to put together a platform, and some of them have been trying to put the arm on Rockefeller to accept the Vice Presidential nomination. So far the Governor says: "Positively No!" ~~He has been treated with great respect, although a number of the Party leaders contend that a Middle Westerner as Vice President would help them more than Rockefeller.~~ The respect shown Rockefeller is due not only to a belief that he would appeal to the uncommitted voters, but because the Republicans want and need those forty-five electoral votes in New York State; and they don't reckon to get them without some vigorous and enthusiastic campaigning by Nelson Rockefeller.

After some rather inconclusive maneuvering here in Chicago last week, it might almost be said that the mountain went to the rock, for

Vice President Nixon flew to New York for an eight-hour session with Governor Rockefeller. The meeting took place at the Vice President's request, and the two men agreed on fourteen points they thought should be included in the Republican platform. Rockefeller got pretty much what he wanted. The language is not very precise, but the two men agreed that the Republicans, if elected, would strive for new political groupings in the North Atlantic community and the Western Hemisphere - in the field of disarmament they would try to find better detection methods - stop nuclear tests in the atmosphere, and resume underground testing for purposes of improving methods of detection. ~~The methods which caused us to survive in the fifties are not adequate for the sixties. They promised a flexible, balanced military establishment capable of handling local aggression - a second strike capacity capable of surviving surprise attack - more bombers, faster production of missiles, Polaris submarines~~ - There must be no price ceiling on America's security.

The two men recommend the creation of a new job - an assistant to the President in the whole area of national security and

international affairs. A new post would also be created to assist the President in the planning and management of domestic affairs. The Defense Department would be unified. Our economy ought to grow at the rate of about five percent a year.

Nixon and Rockefeller want to double the amount of land in the Conservation reserve. They promise price supports but don't say at what level. ~~Surplus farm products would be used in the "Food for Peace" program, and some of it stockpiled for civil defense.~~ Their suggestions for civil rights go a little farther than the Democrats, supporting the objectives of the sit-in demonstrators, commedning businessmen who serve food at their lunch counters to negro customers.

Health insurance for the aged will be handled through a contributory system, but the citizen may purchase private health insurance too.

~~On the labor front, free collective bargaining will be strengthened, and there will be improved procedures for the resolution of disputes endangering the national welfare.~~ On Federal aid to education the two men didn't go quite as far as the Democrats. They promised aid for

school construction, with matching funds from the States. They said nothing about funds for the teachers.

~~At the meeting where this agreement was reached, Rockefeller says he re-emphasized he would not accept the Vice Presidential nomination and that Nixon respected his stand. This agreement can of course be regarded as a preview of the Republican Platform.~~ Rockefeller obviously got most of what he wanted. So it looks as though Nixon will be running on Rockefeller's platform, and the only question that remains to be decided here in Chicago, is ~~whether~~ who ~~Rockefeller~~ will be running with him. A careful study of the Rockefeller-Nixon statement and of the Democratic platform indicates a narrowing of the difference between the two Parties, and indicates too, I think, that this campaign will be fought largely around an issue of whose hand do you want upon the trigger or the panic button?

This is Ed Murrow. We shall be back again next week.

CBS RADIO NETWORK

BACKGROUND

Sunday, July 17, 1960
12:05 - 12:30 PM

Program Transcripts
SPECIAL PROJECTS DEPARTMENT
CBS News

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. The Senate of the United States in 171 years has had many distinguished members. Its corridors and cloak rooms are populated by the venerable shades of Daniel Webster, John C. Calhoun, Henry Cabot Lodge Sr., and Robert A. Taft. Yet, when the Senate reconvenes three weeks from tomorrow the scene will be unprecedented. Never before in American history will so many principles of a political campaign have been assembled in one legislative chamber. Not only will there be the confrontation of Kennedy with Nixon, but the Democratic Vice Presidential nominee, Lyndon Johnson, will be taking his seat across the aisle from Senator Thruston Morton of Kentucky who could be the Republican nominee for Vice President. Morton is also Chairman of the Republican National Committee. Another Senator, Henry Jackson of Washington State, has been chosen to head the Democratic National Committee, succeeding Paul Butler.

But seldom have so many political leaders met in the Senate under more uncertain circumstances. Here is the report from Washington of Wells Church.

CHURCH: Senator John Sparkman of Alabama when told the Senate planned to meet between the end of the conventions and Election Day remarked, "I remember the post-convention session of 1948. It was a dismal failure. The time was spent in talking and in manuevering for political advantage." Well, that prediction is now regarded here as right on target so far as the session of Congress now scheduled to begin August 8th in the Senate is concerned, and, say most political observers, how could it be otherwise with both Presidential candidates on the scene as well as Lyndon Johnson, the Democratic Vice Presidential candidate operating as Majority Leader, and this says nothing of the additional fact that there will be at least four senators on hand who are currently

mentioned as Republican Vice Presidential possibilities, and to this must be added another complication, Southern Democrats, as anyone who listened to the Los Angeles broadcasts certainly knows, may or may not have been disuaded from showing their resentment against Kennedy and the Democratic platform by the nomination of Johnson. And, this does not mention either Democratic liberal anger over that same nomination. A jot of grumpiness could be added. Senators Symington and Humphrey can't be too cheerful, and House Speaker Sam Rayburn must be slightly peaqued at least over the downs and ups of his protege and candidate, Lyndon Johnson. If Sparkman is right, and there are many reasons for thinking he is, this cast of characters can be counted on to stage of the roughest political infighting shows of all time.

Working with the majority, Leader candidate Johnson with the help of Rayburn should be able to jam through bills on housing, old age assistance and aid to education in a financial category well calculated to bring a Republican Presidential veto. Just remember, Ed, that some Republicans voted to over-ride the President's veto of the Federal Employee's Pay Boost which will cost the taxpayers another $750,000,000 a year, and you'll get a good idea of the desirability of a seat in the gallery next August 8th to watch as good a story as Washington can provide. Now back to Edward R. Murrow in Los Angeles.

MURROW: Governor Ribicoff of Connecticut has called Kennedy's nomination a profound moment in history. Let us examine the historic moment as viewed from Britain where the name of Kennedy is not unknown. Eric Sevareid reports from London.

SEVAREID: All that British politicians and editors know about Senator Kennedy is that he is young and knows his way to the American political force. His age does not worry them. His political skill does impress them so they are concentrating on that, and one after another they express a wistful regret that it wasn't Stevenson, whom The British

governing establishment does know and regard as a great man. The Times puts it flatly, "He would have made the best President," it says. The Telegram fails to see how Kennedy if elected could refuse to have Stevenson at his side, preferably as Secretary of State. The News Chronicle says that if Kennedy chooses Stevenson as Secretary of State the Los Angeles convention, I quote, "will have been justified in its choice."

But, there is no anti-Kennedy note at all here, either in the press or among British officials. They realize now he has great practical ability. They hope he has wisdom. They wonder if he has human warmth. They don't really care whether the next President is Republican or Democratic, they know Nixon a little better than Kennedy, but Nixon left no deep impression here after his visit. As far as most interested Englishmen are concerned the two men start about even.

I have been having a series of private talks with prominent figures in the British government. The figure of America's world leadership always comes up in these conversations. It is perfectly clear that British irritation was popping in the American administration with the difficulty they say they have in getting American decisions, but this irritation has now become a deep resentment. The second cause of their concern about Washington is not the military posture. They think most of the talk about a missile gap is unjustified alarmism, what they are really upset about is the American push behind the European Common Market, about our limited buying from Britain, about our slowness in making the Germans and others of the new rich take up more of the economic burden in Africa and Asia.

They don't care which man wins the Presidency as long as he will make decisions rapidly and will sympathize with their economic problems. This country still lives by its financial wits. Now back to Ed. Murrow.

MURROW: The Russian press has taken pains during the

past week not to take sides in the choosing of candidates. The Russians do not want by their interferrence to help the party they oppose. This has not kept them from commenting on the nomination of Kennedy. Here, speaking from Moscow, is Marvin Kalb.

KALB: Actually the Russians don't know John Kennedy very well. He's neither a Nixon nor a Stevenson, neither in their view the unscrupulous politician nor the liberal idealist. He is rather a kind of infant prodigy who defied the strict categories of the Marxist dialectics, and it's within these categories that the Russians judge all candidates. He's very wealthy, and yet the Russians say he speaks for the common man. He's a liberal democrat and yet he's very tough on Communism. He's a secular political animal and yet a devout Catholic. He's all things to all men, blending the shrewdness and fire of a hard boiled politician with the crew cut smile and warmth of the fellow just down the block. The Russians, many of them, admire this blend, but are a little freightened by it too. They call Kennedy a demagogue, a term they've not hung on any other Democrat. They attribute his success in the primaries to two factors. First, his father's extraordinary wealth, just the other day, for example, Pravda said that Kennedy's father had already dumped more than a million dollars into his son's campaign, and second, the fact that as one Russian journalist put it, that Kennedy was the most bare faced demigogue in the entire Democratic camp.

The journalist was asked what he meant, and he answered that Kennedy was smart enough to disassociate himself from Dulles' Cold War strategy. He was even smart enough to criticize President Eisenhower's handling, or mishandling, of the U-2 incident and the Paris breakdown. The Russians were particularly delighted that Kennedy felt the President should have apologized to Nikita Khrushchev, a fact that received very wide publicity in the Soviet Union. But, and this is a very big but in Moscow, Kennedy's criticism of the Eisenhower administration

is not sharp enough, not bitter enough for the Russians to indicate that he differs substantially from the President. His differences are seen as only tactical or periferoal, since their similarities as interpreted by a Marxist mind, are so overwhelming as to make the differences seem unimportant. Now back again to Ed Murrow.

MURROW: No phase of the Democratic convention now concluded has been more curious thanxthan the devotion of many thousands to the draftable candidate Adlai Stevensonx who stood still. My colleague Bill Downs tells how the dream ended one day last week.

DOWNS: Adlai told the die hard workers who failed to make him a Presidential candidate that the year 1960 had seen the birth of a new political spirit, and the death of an old political corps. He did not specify, but his phrase could apply both to his Republican opponents and to himself. Because Stevenson in thanking the collection of so-called "egg heads," "do gooders" and "liberals," who strove mightily for his candidacy, also was singing his own political swan song, for never again will the 60-year-old Illinoisan be condidered for the Presidency.

As one of the Stevenson backers sadly observed, "Adlai was a twp time loser when we started the Los Angeles delegate drive. He refused to announce his availability, so now I guess he's a two-and-a-half time loser."

Stevenson for President leaders such as Oklahoma Senator Mike Monroney, Colorado's Senator John Carroll and Minnesota's Senator Eugene McCarthy were on hand for the political wake held in the bare and rundown un-air conditioned offices of the Paramount Building across Pershing Square from the Biltmore convention hotel. Many Stevenson workers were still wearing their campaign pins ex and badges. Scores of unopened telegrams from well wishers littered the table. The 250 or so people crowded into the big office, cheered Stevenson when he arrived, and the Ghandi-like sway which Stevenson weilds over these people

is one of the political phenomon of recent times. Senator Monroney quips the the Stevenson headquarters meeting is the biggest caucus held that day, except, he added, the caucus of Senators and Governors over at the Biltmore who think they've been promised the Vice Presidency. Everyone agreed that they had lost honorably, and called for the Stevenson backers to rally around the candidacy of John Kennedy. There were tears in the eyes of many of the staff members when Stevenson began to speak.

He started out by apologizing that he could not have been of more help, but, Stevenson said, that after receiving the Democratic nomination two times he felt that it would have been impertinant immodest and impossible to have sought the same honor again. Right or wrong, he declared, that was how he felt, and he could only be consistent and stand aside and make way for other and younger men. He said the loyalty of his backers"had touched and moved me deeply, and had opened chords of feeling and lines of strength which enriched the well spring of my powers." Stevenson then said he hoped "it just isn't me that inspired such loyalty. I hope it reflects the increased interest of all people to take part in the history of our times which is necessary for a strong and vital America. I hope that your spirit is abroad throughout the country."

The man who appears to have emerged as the leader of the amorphous and varied group that makes up the Stevenson camp, if indeed Stevenson does become the egg head emeritus of the Democratic Party, is Minnesota's youthful Senator Eugene McCarthy, the first Catholic ever to be elected to the Senate from his state. McCarthy made the most electrifying nomination speech of any given at the Los Angeles convention in presenting the name of Adlai Stevenson. Like Stevenson, he has a masterful command of the language and a sense of humor that is more broad if less pointed and biting. Unlike Stevenson he has the Irish politician's ability to charm and reach deep into the electorate. An intellectual who neither wears it on his sleeve nor displays on a high

forehead. Minnesota's McCarthy, no relation of the late Senator from Wisconsin, is only 44 years old, and he looks like being around for a long time.

However, it was Oklahoma's Senator Monroney who pointed up the political lesson of the abortive effort to make the long shot attempt to nominate Adlai Stevenson in Los Angeles. "We had excellent citizen participation in this drive," he said, " but the lesson is that to be successful it must start at the level of the school board, build up through the municipal and state governments, and then on to the White House. You cannot start a campaign at the top and build down." Now, here again is Ed Murrow.

MURROW: Now that L.B.J. has come to mean Let's Back Jack there is time to examine what happened here in Los Angeles.

When Kennedy arrived he had the votes and he held them. There is no mystery as to how he acquired his delegate strength. It was a combination of hard work, a driving and unlimited ambition, and unlimited money. For four years the young Senator toured this country like a traveling salesman, probably came to know more politicians by their first name than any man in this country, with the possible exception of Vice President Nixon, and his victory in West Virginia convinced the professionals that a Catholic could win. In the course of holding the strength that he had acquired Senator Kennedy demonstrated very considerable political poise and maturity.

Probably Mr. Truman helped him as much as any single individual. For when that ancient warrior advised the young man to be patient, to grow up a little, that the country wasn't ready for him and he wasn't ready for the country, he gave Kennedy a chance, created for him an audience, and it is generally agreed that the Senator performed brilliantly.

This convention leaves in its wake considerable

ammunition for the Republicans. Mrs. Roosevelt's contention that Kennedy couldn't carry the Negro vote, and that while she deplored religious bigotry it was nevertheless too great a handicap for the party to risk. Senator Johnson's references to Kennedy's youth, absenteeism from the Senate, his voting record on farm legislation, will all be repeated by the Republicans.

The Democratic platform will also receive plenty of Republican attention. It is a sweeping, spending document. It was written by Kennedy men, and in the best tradition of party platforms. It offered something for everybody, more security, more equality, more of the good things of life, peace, prosperity, luxury and leisure, and it's all free. All you need do to get it is vote Democratic.

The civil rights plank is far more comprehensive than any previous Democratic proposal. It promises equality in voting, in education, jobs, housing, and school rooms. It promises the elimination of literacy tests and the abolition of the poll tax, and it states that all segregated schools should submit a plan for first step desegregation by 1963.

The rulers of the Communist world are told that a Democratic administration will negotiate with them anywhere, anytime, provided there is a chance of real accomplishment. They continue to oppose the admission of Red China to the United Nations, and will work for an international police force and the strengthening of the world court.

In domestic affairs the Democrats are certain they can create an abundance that can outstrip any other system. Our economy must be made to grow five per cent each year, that's about twice its present rate. They promise to put an end to high interest rates. They promise to lower prices, retrain workers who are unemployed as a result of automation. Farmers are promised full parity, and in some fashion which is not explained the family farm is to be preserved. All of us are to

earn enough to provide adequate food, clothing and even recreation. All business will be protected, but particularly small businessmx will be protected. Every family must have a decent home. We are to build 2,000,000 homes each year.

If the Democrats are elected they promise medical care for the old folks as part of the social security system. The old folks are also promised employment, housing, and recreation. If there's a Democratic administration it promises to act at once in building the necessary class rooms and employing the m teachers as well as providing xhxi scholarship grants.

Now, adcording to the platform all this and more can be done without raising taxes, provided that there is no serious international crisis. The budget will be balanced. There'll even be a surplus. How is this to be done? Well, they say by ending wasteful expenditures, by putting a stop to widespread tax evasion. Most of the money is to come from that five per cent expansion in our economy.

It is in this area of growth and economic expansion that the issue will be joined between the Republicans and the Democrats. There are two proposals in this Democratic platform that are new and could be important if the Democrats win. The first is the promise of a new cabinet post to deal with urban and metropolitan problems, and the second is the creation of a National Peace Agency. This proposal would provide for an agency staffed by technical, diplomatic and economic experts who would concern themselves with disarmament and presumably the problems that would arise if peace should break out.

The entire platform was tailored to support Chester Bowles contention that the Democrats are the party of hope, while the Republicans are the party of memory. And, as is true with all party platforms, some of the hopes here expressed may be very dim memories by election time.

The only surprise of the convention was, of course, the nomination of Lyndon Johnson. Some were inclined to compare it with an adoption proceeding in reverse, where the boy is permitted to select the father, and there was considerable surprise and in some cases, consternation that the father agreed to the proceedure. In fact, Kennedy is no boy, and Lyndon Johnson is a man of principle, dedicated to the interests not only of his party, but his country. I am told by one who was there that the selection was made exactly as Johnson described it. Kennedy, having decided that Johnson could help the ticket in the South and would be useful in other areas, asked him in the interest of the party and of the country to take on the job, and Johnson agreed. The big city bosses and the labor leaders didn't like Johnson as a Presidential candidate, and they don't like him as a Vice Presidental candidate.

The Southerners were for him as President, but some are unhappy that he took the second spot and committed himself to the civil rights plank. So, in making the move, Kennedy lost something. He also gained something. In this reporter's opinion, he gained much much more than he lost. He may have fashioned a Democratic Party more united than it has been since Franklin Roosevelt's time.

The Democratic candidate and his organization do not in my opinion represent a quick revolution in American politics. They won here in Los Angeles because they got the votes, and they got the votes by a combination of hard work, sound planning, a combination of boldness and caution, the application of old, ruthless political pressure morning and night, and the expenditure of large sums of money for promotion, research, staff, advertising and all the rest.

In regard to money, it should be noted that so far as this reporter is aware the charge that Kennedy bought votes with was not made, even during the most bitter and profane infighting during this convention, but it remains highly improbably that he could have battled

that road from New Hampshire to Los Angeles with no money at all. Senator Kennedy's record in the Senate will not be labeled brilliant by historians. He headed no powerful committees. He drove through no major legislation. His prose style does not sparkle, and his oratorical ability is limited. And, there is truth in Senator Johnson's claim which now, of course, he's forgotten, that Kennedy neglected his Senatorial duties to go politicing around the country.

However, this is a very considerable young man, and he will be a most formidable campaigner. He doesn't panic. He's tough as a politician must be. And, above everything else, he is confident. He is supremely convinced that he lacks none of the qualities or the qualifications to be President of this country. He appears to approach the prospect with absolutely no sense of awe or inadequacy. If he has any inner doubts they are buried and buried very deeply. His ambition appears to be unlimited. He did not hesitate in his acceptance speech to imply that he not only could but would wear the mantle of Lincoln, Woodrow Wilson and Roosevelt. He did not tell the convention he would try to be worthy of their confidence, he said he would be worthy.

Now, all of this ought to add up to an arogance of personal manner that would destroy a politician running for justice of the peace, but with Kennedy it adds up to what I can only describe a degree of detatchment. He seems somehow able to stand off and look at himself and his party. Adlai Stevenson has an infinite capacity for self torture. I would doubt that Jack Kennedy has any. I do not know whether this quality is good or bad, only that it undoubtedly helped him get the nomination.

One result of Lyndon Johnson's nomination may be felt in Chicago, for if Mr. Nixon or anyone else wants Nelson Rockefeller as the Vice Presidential candidate they now have a new and powerful argument. If in these crucial times Lyndon Johnson will give up the Senate

and its leadership for the Vice Presidency, who is Nelson Rockefeller to sulk in Albany?

This is Ed Murrow. We'll be back at this same time next week.

ANNOUNCER: You have been listening to BACKGROUND with Edward R. Murrow, a recorded presentation of CBS News.

Trans. 7/17/60 JF

CBS RADIO NETWORK
BACKGROUND

Sunday, January 22, 1961
12:35 - 1:00 P. M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND.

During the past week, we have heard two major speeches, one by the oldest President in our history, the other by the youngest. We have also witnessed here in Washington a demonstration of callous disregard for the law, for the rights of follow citizens and the normal courtesy that should prevail in a responsible and mature society. The snowstorm produced behavior that would shame what we are want to refer to as "a backward nation." The lack of preparation was both deplorable and traditional. But the behavior of motorists, abandoning vehicles at intersections and on bridges, driving the wrong way down one-way streets, driving on the sidewalk, was indeed a shameful spectacle. It reflected, I suspect, a lack of self-discipline, manners, and a disregard for the welfare of the community and its citizens.

Fortunately, Washington is not typical of the country, or at least this reporter hopes and believes that it is not.

Both Presidential speeches were prepared during the period of transition which has been carried out with unprecedented cooperation and good will, and in the hope that the words spoken might find a dignified resting place in history. Eight years ago, in his first Inaugural, President Eisenhower said that we were living in"a time of tempest." His speech was devoted almost exclusively to foreign policy. In his farewell message to the nation, he said, "Crises there will continue to be." But in his final message, he devoted much time to domestic affairs, or rather to the impact of the world situation upon our society.

The Eisenhower concern, as I read it, was a fear that we may lose our liberties while preparing to defend them. He reminded us that our military organization is unprecedented. We have created a permanent armaments industry of vast proportions. Three and a half million men and women are directly engaged in the defense establishment. Each year we spend more money on military security than the net income of all the United States corporations. He counseled us to guard against the unwarranted influence of the "military industrial complex." He was, in fact, suggesting that the machine may get beyond human or political control, that we could reach a point where, in fact,"things would be in the saddle and ride mankind."

And then the retiring President went on to issue another solemn warning. In speaking of the technological revolution, he said, "Research has become central; it also becomes more formalized, complex and costly. A steadily increasing share is conducted for, by or at the direction of the Federal Government." He indicated that our free universities have experienced a revolution in the conduct of research; because of the huge costs involved, a government contract becomes virtually a substitute for intellectual curiosity. Mr. Eisenhower regarded with gravity the prospect that the nation's scholars might come more and more to be dominated by the Federal Government because the government puts up the money for the research.

In short, he warned that our limited supply of scholars might come to spend their time looking for what the government asks them to look for and is willing to pay for, rather than pursuing the truth wherever that pursuit might lead them.

President Eisenhower issued another warning when he spoke of the danger that public policy could itself become the captive

of a scientific, technological elite. In that phrase, he appeared to be warning of the real danger, that as our technology and our weaponry become more complex, more sophistocated, more difficult to understand, more baffling and bewildering to the layman, the individual citizen may abdicate his responsibility, come to believe that he is not wise enough to exercise the power of choice, and that he had best leave the whole matter of running the country to the experts who do understand, or at least claim to understand.

President Kennedy's inaugural speech was brief, confident without being arrogant, firm but not belligerant, somber in tone, but resolute withal. Mr. Kennedy did not refer to the recession, but he has said that a situation in which more than 5,000,000 Americans are unemployed is a condition that must be remedied without delay. A depressed areas bill may be the first legislation to reach the new President's desk. Nor can he delay cutting off the drain on American gold. Slowly, yet steadily, the price of gold in London continues to rise. But the British also have an economic problem, as Alexander Kendrick tells us in this report.

KENDRICK: The emergency in Britain consists of four basic elements. First, exports are lagging far behind imports, and a country which must export to live (the phrase used to be "export or die"), finds its trade gap steadily rising. Secondly, the home market is in almost as bad a way as the export market. Unsold automobiles obscure the horizon. The warehouses are filled with television sets, furniture and refrigerators for which there are no buyers. Retail sales boomed during the holiday shopping season, it's true, but it's now been revealed that many of the goods could be moved only below the list price. There is no such thing

as a discount house, and price fixing will never be the same.

Thirdly, the slump in both the export and domestic markets has reduced British motor car production to something like 55 per cent of capacity. Coventry and Cowley are to this country what Detroit and Dearborn are to America, and tens of thousands of auto workers here are now working a two and three-day week if they are working at all.

Finally, as a factor in the recession, the recent flow of hot money into Britain has begun to reverse itself with the lowering of interest rates undertaken to ease the American gold situation. Temporary capital seeking refuge and profits here has hitherto helped cover up the holes in Britain's gold and dollar reserves. Now they are beginning to appear again.

The symptoms of the recession are no less plain than the reasnns for those symptons. One is that this country has made less capital investment and reinvestment than other countries. The productivity rate is practically at a standstill. A tight squeeze on credit, meant to discourage inflation, has instead discouraged consumption, particularly in the installment field. And, of course, there is increasing competition with British goods by German, Japanese, Italian and other goods.

Now, an American national budget is normally an accounting device, though some administrations have made it the tool of economic policy. But in this country a budget is an instrument of planning, pure and simple. The British budget embraces not only taxation, customs duties, trade allotments, government regulations on installment buying, and the whole range of economic manipulation, but is, even more than that, a blueprint for a way of life. It includes all the functions of the welfare

state, and its tax provisions are less important as revenue than as the symbols of social change. So it is that the emergency measures the government is now contemplating to lick the recession, such measures as subsidies on exports, increased health service payments by the public, the reduction of surtax and debt duties to provide incentive to perhaps the most heavily taxed people on earth, possible new sales and payroll taxes, and even the introduction of a capital gains tax for the first time in Britain, these emergency measures may in the long run prove to be more important as social, than as economic, factors. There is no doubt they would help to redistribute the wealth in this country. And as the French say, it is the provisional which endures. Now back to Ed Murrow in Washington.

MURROW: Both Russia and Communist China have run into difficulty in their agriculture programs. Khrushchev wants a reorganization of Russia's farm system. Successful agriculture, he says, is as important to communism as heavy industry, or any other segment of the economy. For the story of what lies behind this spectacle here, reporting from Moscow, is Marvin Kalb.

KALB: It lasted for nine days, one of the longest, toughest debates about Soviet agriculture in many years, debates marked by numerous Khrushchev interruptions and equally numerous provincial apologies. They took place behind closed Kremlin doors, started on January 10th, finished last Wednesday evening, with a small announcement that the plenum of the Central Committee of Soviet Communist Parties in which the debates took place had finally concluded its discussion of two major questions: First, agriculture, second, the Communist summit meeting of last November.

Although that summit meeting may prove to be more important for the future course of East-West diplomacy than the number of heads of corn that never did get planted, it was agriculture that nominated the news and provided the suspense. The plenum was supposed to have been held last December. Then suddenly it was postponed until January, this month. Why - it was never explained. Finally, it opened with two surprise announcements. First, that the 22nd Congress of the Soviet Communist Party would be held on October 17th of this year, and second, that Premier Khrushchev would deliver two of the three major reports. Frohl Kozlov, a member of the ruling Secretariat of the party, and an apparent favorite of Khrushchev, would deliver the third. Rarely before had a Soviet leader found it necessary to announce this far in advance that a party congress would be held, and rarely before had an agenda been pinpointed so closely.

These preliminary and major announcements out of the way, the 120-odd members of the plenum slowly started moving toward the rostrum one by one to report on the agricultural progress or problems in their areas. As it turned out, there were more problems than progress. As provincial party secretaries, including such outstanding Soviet leaders as Podgorny of the Ukraine, Polyansky of Russia, and Belyayev of Kazakhstan sighted what everyone here likes to call shortcomings in their agricultural output, the irrepressible Khrushchev periodically interrupted them, charged that peasants had stolen one-third of the harvested crop in the Ukraine, and that local officials were being promoted rather than demoted after some glaring examples of inefficiency and mismanagement.

The speakers quickly wilted under the sarcastic and pointed Khrushchev attack. One after another, they apologized meekly

as lambs. Then the speakers began to stress their shortcomings, implying that Khrushchev had sent many of them a long letter before the plenum opened, suggesting that the Ministry of Agriculture would be radically reorganized in much the same way that industry was four years ago, and that local officials noted for their general incompetence and inefficiency would be weeded out and dismissed.

Last Friday, Pravda carried the two major resolutions summing up the plenum. Unsurprisingly, one was on agriculture, the other on the Communist summit meeting, and both support the theory that Russia's domestic and foreign policies have embarked on a tough new line.

First, foreign policy. The plenum apparently took Khrushchev's hint and warned President Kennedy on the day he took office that Russia could not ignore the real possibility that the capitalists would attack the Communist bloc, and, faced with this prospect, the communists had no intention of cutting back on their armaments. On the contrary, they said they intended to strengthen their armaments.

Second, agriculture, the real reason for the plenum. Here it was clear that Russia had had a bad year in agriculture and now planned to do something about it. The Ministry would be overhauled. "Figure jugglers", so called, would be purged. The main problem seems to be that the Soviet population increased by 10-million in the last five years, but the food supply has not proportionately. In Russia, agriculture makes and breaks political careers. Almost 60 per cent of the total population still lives on farms, and the curious thing about the Soviet farm is that every peasant has a small private garden plot that belongs to him, not the state. He's taken such tender care of this plot that he's produced a large proportion of the vegetables and fruit that the urban population

lives on, and he is permitted to sell them at open peasant markets according to the old and discarded capitalist principle of supply and demand.

The state permits this system to continue functioning simply because it hasn't a better system to replace it - not yet - though many Marxist theorititians are making the effort to conceive one. Until they do, it seems likely that the basic perennial problems of Soviet agriculture will remain, regardless of what the plenum says it has accomplished. Now back to Ed Murrow in Washington.

MURROW: Laos has been called the "key" to Southeast Asia. There is a war on there. The CBS News Correspondent in Laos is Arthur Bonner. "You have to run around like mad," he says, "to find out what is going on." Here is a report he recorded in Laos two days ago, and which has just reached us. There is still no way of broadcasting from there direct.

BONNER: There used to be a military phrase, and perhaps there still is, that the situation was fluid. It simply meant that no one understood what was happening or what was going to happen, and it's a perfect description of the situation in Laos. There's a war of sorts going on here, and although not more than a few hundred men have been killed or wounded, it is still a war in the sense that a lot of people are going around with guns. There are two solutions to a war. You either have an all-out fight to the finish, ending up with one side totally defeated, or you reach some sort of a compromise political solution. What makes the situation in Laos fluid is that neither a military nor a political solution at the moment seems possible.

First, consider the military solution. The Communist Pathet Lao guerrillas, with the help of Russia, Communist North Vietnam, and indirectly Red China, control almost all of north and central Laos. It's impossible to travel by land except in the south, and in some small areas around Vientiane, the administrative capital, and Luang Prabang, the royal capital. The government forces, with strong American help, are trying to clear the road from Vientiane to Luang Prabang and recapture the Plain of Jarres. But even if this can be done, and this is not at all certain, Pathet Lao would remain in the vast, trackless, mountainous jungles. It would be impossible to rout them out without a tremendous effort. The Laotian government and army would have to be supremely efficient, which they are not at present, and there are no signs they will soon become even moderately efficient.

The United States could try to throw in even more supplies and technical assistance. But Laos has a long frontier with Red China and North Vietnam. The Communists could throw in matching supplies, and perhaps even raise the ante. At first glance, this would seem to be risking a new Korea, but the situation here is different. The non-Communist, non-neutralist world solidly supported the war in Korea. But Britain and France have made it plain that they will not support a major war in Laos. In the face of this opposition, the United States is not willing to give all-out aid to the government of Laos, not at this time, at least. So, a military solution seems impossible.

So, what of a political solution? The British support a quick end to the present fighting. They want to revive the old International Control Commission consisting of Poland, Canada and India. The Control Commission disbanded in 1957, after managing to patch

up the supposedly neutralist coalition government including the Pathet Lao. However, the commission can only be revived by Britain and Russia, who were joint chairmen of the 1954 Geneva Conference, which settled the Indo-China war. Russia does not recognize the present Boun Oum government of Laos. The Russians say the legal government is headed by Prince Souvana Phouma, who is now in exile in Cambodia. On its part, the government of Laos is not willing to be pushed aside just to please Moscow. They say, "First recognize us, and then we will discuss whether we will allow outside mediation, and under what conditions." The Russians are not willing to do this.

Moreover, American officials in Vientiane have long maintained that the International Control Commission was tried and failed. The Pathet Lao promised to disband their military forces, but they never did so. They got a foothold in the government and then tried to misuse their position to spread communism. American officials say things were going along fairly well in Laos until Captain Kong Le staged his coup last August and upset the apple cart. The currency was stabilized, and much of the previous flagrant corruption had been ended. The American position, as explained in Vientiane, is that you can only deal with the communists from a position of strength, that the communists must first be pushed back by military force. Then you can perhaps talk with them and arrange for some sort of elections in which the Communists would emerge as a disarmed minority political party. But that leads back to the military solution. Can the Laotian government be strengthened sufficiently to achieve some sort of a military victory? Will the Russians and Red Chinese permit the Pathet Lao to be pushed back? The probable answer is no. The Communists will do everything possible to keep their present

strong bargaining position. And that's how any sort of discussion in Laos goes, around in circles. You can only say the situation is fluid. There's much talk of the need for a political solution to avoid a major war, but there's no real political bargaining.

Perhaps there first has to be a trial of strength. Perhaps after there's a battle for the Plain of Jarres, and we see who wins or who loses, the situation, both from a military and political standpoint, will become less fluid. Now back to Ed Murrow in Washington.

MURROW: In the new President we are seeing the operation of traditional forces. For whatever qualities or qualifications past Presidents have brought to the office, the interesting and important development has been what the office has done to the man. It surrounds him with a certain indefinable aura and there is no escape. His actual power is less than it is generally believed to be, and most of that power rests on his ability to persuade.

The impact of the office upon the man was evidenced not only by President Kennedy's inaugural speech, it was perhaps even more clearly in evidence in his speech to the Massachusetts Legislature to which I now succeed, for of those to whom much is given, much is required. It was a speech tinged with a sense of awe. Success or failure would be determined by the answers to four questions. The first was courage, courage to stand up not only to enemies, but to one's own associates, courage to resist public pressure as well as private greed. The second question was judgment, of the future as well as the past, wisdom enough to know what we did not know, and enough candor to admit it. Third, integrity - never run out on the principles in which you believe

or the people who believe in them. Neither financial gain nor political ambition should ever divert from the fulfilment of our sacred trust. And, finally, Mr. Kennedy was willing to be judged on the matter of dedication - with an honor mortgaged to no single individual or group, and compromised by no private obligation or aim, but devoted solely to serving the public good and the national interest.

Those are high standards by which to judge any man or group of men. As of today, that speech and the Inaugural Address must be regarded as rhetoric, though rhetoric of a high order. For the record of courage, judgment, integrity and dedication is just beginning to be written.

President Kennedy's Inaugural Address could be summed up by the quotation: "Difficulty is an excuse history never accepts." He did not minimize the seriousness of the times. He promised that we shall pay any price, bear any burden, meet any hardship, support any friend or oppose any foe, in order to ensure the survival and success of liberty. He promised that he would cherish old allies, and he promised new nations that they would not pass from one form of colonial control into a far more iron tyranny. By implication, he welcomed the neutral states into the society of the free, so long as they are truly neutral. There was a special pledge for Latin America, to help cast off the chains of poverty, and to see to it that the Western Hemisphere remains the master of its own house.

The new President asked that both sides begin anew the quest for peace, remembering that civility is not a sign of weakness, and that sincerity is always subject to proof. "Let us never negotiate out of fear; but let us never fear to negotiate."

There was a word of warning for those who expect great speed. "All these things will not be done in a hundred or a thousand days - perhaps not in our lifetime. But", said the President, "let us begin."

The new President is beginning to write the record of his Administration.

This is Ed Murrow. We shall be back at this time next week.

ANNOUNCER: You have been listening to BACKGROUND with Edward R. Murrow, a recorded presentation of CBS News.

CBS RADIO NETWORK
BACKGROUND

Sunday, January 1, 1961
12:05 - 1:00 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND.

This is the 12th year that CBS correspondents have come in from the far reaches to cast up a sort of balance sheet...to take a hard look at what has happened...to scrutinize together...and assess.

Today, our alloted time has been doubled...so that you may hear a re-broadcast of a program we perpetrated four days ago, in another medium. We hope what was said is worth repeating - you are the judge.

We began by asking the eight correspondents to introduce themselves and to state the most important current development in their area today.

BURDETT: I'm Winston Burdett. I'm based in Rome, but my main beat this year has been Africa. This has been the year in which the continent of Africa, at any rate the newly independent nations of black Africa, have burst with a roar on the state of world politics. I think the most important current development is the direct result of this wave of independence. We're seeing now an entirely new factor on the African scene. It's the entry of the Soviet bloc into African politics, and the beginning of a new struggle for Africa.

SMITH: I'm Howard K. Smith, and I cover Washington. In the United States, quite obviously, the most important development is the transition in power from the oldest President we've ever had and an avowed believer in a passive Presidency, to the youngest elected President we've ever had,

an avowed believer in an active, not to say a hyperthyroid, Presidency.

HOTTELET: I'm Richard Hottelet. I cover the United Nations. The United Nations reflects developments, and it shows us a world in rapid and ominous change. New nations are crowding on the scene, unstable, uncommitted, changing the arithmetic of power all the time. The Soviets show strength and brute force and determination. We don't know exactly where we're going and raise the risk of collision by miscalculation, and in all this the U. N., which is still the main hope for peace in the world and in outer space, is being strangled.

SCHOENBRUN: I'm David Schoenbrun. I cover French affairs and NATO out of Paris. In my area we're witnessing the final fever of France in Algeria. It's the kind of fever that doctors look for, long for, but fear because it signals the end of the disease or the end of the patient, and it's going to end one way or the other in 1961, that's for sure. Nobody doubts for a moment now that Algeria will be free. The question is: How will Algeria be free? Will it get freedom like India, like Madagascar, join a community of nations, or will it get freedom like the Congo? One way lies hope; the other way - complete disaster for France, for Europe, for us too, and it can go either way.

SCHORR: I'm Daniel Schorr, stationed in Bonn, covering Germany and Eastern Europe. In my area, or let me say the area in which I work - I don't consider it much mine - the most important current development, and it is very current, is that trade agreements have been signed finally by West Germany with Russia, and with East Germany, important as an indication that we will not have a Berlin crisis at the New Year, important as a symbol of the fact that Khrushchev is waiting for President Kennedy and

that all the trouble we may still have, we will not have for another two or three months.

KENDRICK: Alexander Kendrick - London. In Britain the most important development was not the marriage at long last of Princess Margaret. I think it was the decision of the British government to abandon the British independent nuclear deterrent, thereby encouraging the anti-nuclear and neutralist forces in Britain, helping to create a split in the Labor Party over defense policy which led finally to a vote by the Labor Party conference for unilateral nuclear disarmament. And I think the situation also posed once again very vividly the question: How long do we go on with the nuclear arms race?

KALISCHER: Peter Kalischer. I cover the Far East, and I've just come through Soviet Central Asia. In my area I think it's the emergence of Communist China, a natán of 650,000,000 people as the new standard bearer of world revolution, a nation which now stands on the threshold of exploding its own atomic device which it made mainly by its own efforts, and a nation with which we still have no relations with all the problems that this brings up.

KALB: My name is Marvin Kalb. I cover Moscow. For the first time in 43 years the Soviet Union finds itself on the defensive in the ideological and diplomatic spheres of the world communist movement, and this fact, I think, has already had an adverse effect on Premier Khrushchev's position at home.

MURROW: What was the most important development on the whole planet in your view? Winston?

BURDETT: Well, since I've spent most of this year in Africa, I'm tempted to say that Africa's march towards independence is the biggest thing, but I don't really think it was. Historically, it seems to me the biggest thing was something that was happening behind our backs, and it's what Pete Kalischer just mentioned, the emergence of a third world power, Red China.

SMITH: Well, almost naturally with my special viewpoint, I think that the impending switch of the White House lawn from a putting green to a touch football field is the biggest development in the world today.

HOTTELET: Well, I agree with Howard. The American election with its promise of new vigor and new movement and new power in the new Administration is the most important thing.

MURROW: Shoenbrun?

SCHOENBRUN: Ed, I'm not so sure. Future historians may decide that it was something a French scientist did last week in filming a living cell for the first time. Maybe the most important thing on the planet is getting off the planet. I think we'll have a man in space next year. We're going to go out of this world, and perhaps that's the best thing of all.

SCHORR: At the risk of seeming jocular, a risk I'm glad to take.

MURROW: Good.

SCHORR: I'll say that for one who has spent most of this year either on the Iron Curtain or following Nikita Khrushchev around here and there, the most important thing on this planet at the end of this year is that we still have a planet.

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KENDRICK: That's very jocular.

MURROW: Yes, very.

KENDRICK: History may record that it was the discovery of a nuclear potential in Israel, thereby proving that even the smallest of powers can have the atomic bomb.

KALISCHER: I'm afraid I have to go back to Howard's original contention on the election, but with a sort of reverse twist, because I think this has given the people in my area, Japan.... Southeast Asia, a new hope in American leadership.. I should say a hope for American leadership which they felt had been lacking for I won't say how many years.

MURROW: Eight, perhaps?

KALISCHER: Perhaps ten.

KALB: I have a feeling that possibly the most significant thing this year is one of the least publicized things this year, a conference of scientists that took place last months in Moscow. It was called the Pugwash Conference, and there for the first time, really, scientists from East and West sat down and really worked out a detailed program on disarmament. It was not only Rusiian and American scientists that met there. There were also four scientists from Cummunist China, three of whom, by the way, were trained and picked up their PHD's in the United States.

MURROW: How would you characterize this year, Howard?

SMITH: Well, I think I would characterize this year as the year the ideas ran out - in the United States especially. The U. N. on which

we've leaned for policy has been paralyzed and is paralyzed. Laos has proven that you cannot with foreign aid buy anti-Communism, and eight years of what is called "fiscal responsibility" have produced the third recession that we've been in, and Cuba has shown that containment no longer is possible.

MURROW: Marvin?

KALB: I would say that this is the year we peeked when we shouldn't have, and we got caught, and now a Virginia pilot named Francis Gary Powers is taking the rap in a Soviet jail for a major goof in American U-2 diplomacy.

SCHOENBRUN: Ed, I think this is the year of the take-over generation. Men in their 40's and boys in their 20's have takenpower in the United States. They've overthrown governments in Korea and Turkey. I think, based upon that, my advice to people next year is be nice to the kiddies. They may be in power.

MURROW: Kendrick?

KENDRICK: I think it was the year of the big wind, two big winds, in fact, winds of change in Africa, and the east wind from China.

MURROW: Well, it seems to me that there have been a great many changes in personal leadership in the course of the last year, some of them actual, some of them just over the horizon potential. Any comments, Howard?

SMITH: Well, I think our change is about as drastic a change as you can have under constitutional government. I've emphasized the fact

that the Presidents and their intents differ drastically. But the men around them differ, too. The emphasis in the previous administration was on businessmen. At present I think scholars probably have a plurality. It's said that if all the appointees made by Kennedy so far were to walk down the hall together, there would be a deafening jangle of Phi Beta Kappa keys, and there are three Rhodes scholars among them. Many of them are famed for some very useful and active ideas. But the main thing that induces me to believe this will be an active administration is the fact that there has seldom been since the Civil War such an accumulation of crises and mere.; problems as there is now, and we have to act or there will be disaster.

MURROW: Well, the name of this program, YEARS OF CRISIS, has been rather durable, hasn't it, over the last twelve years? Burdett?

BURDETT: Well, in Africa, the change in leadership this year has been revolutionary. The peoples of 17 former colonies have become independent and the era of European domination in Africa after 300 years has drawn to a close. The leaders of this new Africa are men of widely different stamp and character. Some of them, like Prime Minister Balewa of Nigeria, are balanced and moderate men. Others, like Lumumba in the Congo, are extremists in action and emotion. But all of them this year have one experience in common, and that is that independance has released a flood of new problems far bigger than any of them expected, and in their need and in their contest for power these leaders are ready to seek help and allies anywhere, and in 1960 many of them have found out that they can get help and encouragement at least as fast from Moscow as they can from Washington.

MURROW: David?

SCHOENBRUN: Well, there's no imminent change of leadership in France, but it's got to come some day, I suppose, and when it does, it's going to be a very radical change, not a change of generations but a change of centuries. De Gaulle's not just a man of the 19th Century. He's a man of the 15th Century, a great giant who lives in the past, looks at the future, but doesn't really understand or like the present very much. But, there are new leaders in France, young men 40 years old, like the men Howard was talking about, with the French equivalent of Phi Beta Kappa keys, men like McNamara who began their careers as accountants, and a very curious thing - poetic accountants, visionary engineers, men who dream in blueprints, very strange. For them the great symphony of Bach is the whine of an automatic - automated chain. There's going to be a very real difference because the France that de Gaulle lived in is dead forever. That kind of dream is gone, and there's going to be not only new leaders, but a very new country.

MURROW: Dan Schorr?

SCHORR: It's interesting to contrast West Germany with France, because West Germany faces an election this year, and the changes ard that Konrad Adenauer, who'll be 85 years old a week from today, will be elected again if he's fit to run, and the changes are he will be fit to run, although after a two-week illness he looked a little peaked when I saw him last week. If he should not run, and I don't predict he won't run, party man that he is, the leadership that will take over will be less dedicated to integration. Adenauer today is the man who really

believes in integration. The Economics Minister, Erhardt, who might be his successor, Strauss, Defense Minister, who would like to be his successor, but may not make it - all of these men are men committed to the materialism and the prosperity and the great success in the "let's not experiment" in West Germany. They're being challenged for the first time - really challenged by a young Social Democrat named Willy Brandt of West Berlin, the first one who may give Adenauer a bit of a run for his money, but without much chance of winning this election if Adenauer runs, a man who's running very much on a Kennedy-type of new frontiers platform, who has pretty much scrapped Marxism as the basis of their policy, and who will maintain the kind of general leadership that Adenauer has maintained today in foreign affairs.

Let me add just one word about Eastern Europe. The leadership there, or at least the control there, has remained amazingly and depressingly stable, for the most part with no change at all or none in sight, except in Albania which is Russia's Cuba.

SCHOENBRUN: Dan, what you say is very interesting. It sounds to me as though there is a real change. The new young Germans who will follow Adenauer are not for integration - they're against the Common Market and this whole development toward a united Europe.

SCHORR: I wouldn't say it so sharply - that they're against it. They don't have Adenauer's dream and vision and enthusiasm about the Common Market, and without that dream, and since de Gaulle is against it, it doesn't have much chance.

SMITH: You talk about integration. You mean integrated armed forces or what?

SCHORR: Well, I actually meant economic integration of Europe, but let's talk about arms forces as well. It applies there, too.

MURROW: Dick Hottelet, you want to add anything to this?

HOTTELET: Well, there's certainly impending change at the U. N. The Russians are out as savagely as ever to get rid of Dag Hammarskjold who, of course, got in their way in the Congo, frustrated their ambitions, and they're also out to wreck the Secretariat as an agency which would be capable of preventive diplomacy in the future. And if they can get the support of some of the neutral countries in the General Assembly, they might very well cause Hammarskjold to resign, although he is a very tough little man. In any case, his term expires in April '63, which is little more than two years from now, and if the Russians swing enough votes they can make sure that the man who succeeds Hammarskjold, if there is to be one at all, is one to their liking. This, of course, makes neutralism very much of a factor in American policy, as President Eisenhower recognized when he made his speech at the General Assembly in September.

MURROW: Well, gentlemen, in just a moment we will continue this effort in Carl Sandburg's wonderful phrase, I think it was - the effort to unscrew the unscrutable - but right now I think we must pause for station identification.

ANNC'R: This is the CBS Radio Network.

MURROW: Dick, I have the feeling that there has occurred in this country a considerable change in our attitude toward neutralism. There was a time a few years ago when we thought that neutralism was somehow immoral. Now we seem to have agreed that it is at times useful.

HOTTELET: But the existence of a strong and determined United Nations faithful to the U. N. Charter, is completely in harmony with American vital interests. What we have to worry about is the kind of mischievously tilted neutralism that some of our uncommitted friends indulge in.

MURROW: Well, we'll get around to those uncommitted (inter.).

KENDRICK: Dick, aren't there two kinds of neutralism? There's the neutralism of these emerging new countries. There's also an incipient neutralism among some of our staunch allies. I mean there's a growing current of neutralism, let us say, in Britain and other places. But, don't we have to regard these two things differently? I mean, I think we'd be less inclined to look with benign attitude toward a change by an ally to neutralism than we would at a new neutralism of a new country.

HOTTELET: Well, exactly, because the change of an ally to a neutral is a net loss.

MURROW: Howard, have we really changed our attitude toward neutralism in your view?

SMITH: I think we have. I think we've resigned ourself to it, the way you resign yourself to a wall which you batted your head against and which won't move. The number of neutrals has increased. We have seen such alarming contrasts as the fact that the President was received in India, a neutralist country linked to us in no special way, he was received enthusiastically; his reception in Japan, a country tied to us as an ally, did not even occur it was so unenthusiastic. This has given rise to the thought that perhaps the best thing we can get is neutralist nations. We have to settle for the fact, I think, that some nations don't

believe the cold war's the most important thing in the world. Some think their own self-development is, and we've got to work with them on that basis.

MURROW: Kalischer ?

KALISCHER: I've something to say on that. If this policy of neutralism is morally acceptable at high places, I don't think that it's gotten down to the operational level in all places, Howard, and particularly in Laos. Now, Laos is a country that's a neutralist natural, and that's a fluff phrase if ever I heard one - (laughter) But, now, it is tucked away in what used to be French Indo-China, 2,000,000 people, 90 per cent of whom don't really care who runs the government and most of whom don't even know where the capitol is.

MURROW: There are two.

KALISCHER: Huh?

MURROW: There are two capitals.

KALISCHER: Well, there are - that's right. That's what confuses them. (laughter) And, this country, of course, was neutral for awhile after the settlement at Geneva in 1954, and then a pro-American Premier came into power. Well, just last summer there was a coup d'etat after we had spent several hundred million dollars trying to convince these people that they should be pro-American in a very great way, and now the Premier who came back was the same neutralist Premier whom we dealt with in 1954, but somehow we didn't choose to deal with him; a defense minister whom we backed started a counter-revolution. Immediately the Chinese Communists

jumped in on the other side. There's only one fact - one constant about this country. It's a buffer - a geographic buffer between Communist China and Thailand, our ally, our SEATO ally, and also a sort of a buffer on the flank of South Vietnam, and neither we nor the Chinese Communists can stand for a government that is completely on the other side. Consequently, a neutralist government would be great, and all our efforts to indoctrinate these people, I think, are going to fail and we may get into very serious consequences if we persist in ramming down a very pro-American government on - on these people. I mean, 300-million dollars didn't change their minds before. 300-million won't again.

SCHOENBRUN: Pete, how much weight do you give to these threats from Russia and China about a second Korea in Laos?

KALISCHER: I think that they could very well be. I don't think it will be as big as Korea, because Laos doesn't lend itself to that kind of fighting.

SCHOENBRUN: But, it doesn't really make any sense to fight in Laos, does it?

KALISCHER: Well, it doesn't make any sense to anybody as long as the country remains a neutral. As soon as it becomes one side or the other the, other side begins to feel that it's a threat.

SCHOENBRUN: It's an avenue.

MURROW: But, then the neutrals were pretty useful in the Congo, weren't they?

BURDETT: They were, of course,--and, of course, the whole purpose

of the United Nations, and to the United States in backing the United Nations when the U. N. went into the Congo and took over responsibility there, the whole purpose was to neutralize the country, to keep the big powers out of it and prevent it from becoming a cold war battlefield. So, in that sense, I think it's true to say that our backing of the U.N. was a big step toward accepting the idea of neutralism. But, still, the Congo was a special case; it was an emergency, and I think that our diplomats in the field are still a very long way from accepting political neutralism as a way of life for the new countries. We are still scared by neutralists. We still get alarmed whenever any little country calls in some Soviet technicians, and the fact is that most of the African countries, the new ones, do not want to take sides in the cold war. They're much too engrossed in their own problems to worry about the East and West. I think we've got to approach them now in an entirely new frame of mind. We should not only accept their neutralism, we should encourage it, because as long as they are genuinely neutral, this is the best possible defense and way to strengthen their independence.

HOTTELET: But the operative word there is "genuinely."

BURDETT: Absolutely.

KALB: I think it's very interesting here that it was an issue just like neutralism that brought to the fore this past year the whole rift - the open rift between the Russians and the Chinese, because the Russians have felt all along that you can use neutralism as a way of advancing the goal of world communism, but the Chinese have adopted a kind of John Foster Dulles psychology about neutralism - if you're not with us you're agin' us, and the entire dispute was really cloaked in various

cliches, about peaceful coexistence, the inevitability of war, the non-inevitability of war. But the fact is the Russians and the Chinese, despite an overriding allegiance to world communis, were really arguing about policy, diplomacy and influence in different parts of the world.

HOTTELET: But didn't they settle in this new Communist Manifesto on an approach that (inter.)

KENDRICK: Yes.

HOTTELET: A broad united front approach that (inter.)

KENDRICK: Well, not only that. This religion of nationalist democracies, this is a new concept that the Chinese evidently have accepted now, and the Russians used the term for the first time, nationalist democracies, meaning the newly emerging countries which they hope to convert into neutrals.

KALB: That's right. But I think that a reading of that document indicates that the Chinese have not fully accepted this point. I don't think so because it was an issue like this on national democracy and an issue such as peaceful coexistence that everyone agreed on. But, I don't think there was ever any real difference of opinion on peaceful coexistence before Liu-Shao-chi came to that conference. The Chinese had said they agreed with the Russian Khrushchev position on peaceful coexistence. But the document that they signed, 81 communist parties gathering together in an atmosphere of absolute secrecy, was one of the most extraordinary meetings in the last 40 years of Communist history.

HOTTELET: There's been nothing like that since the old Comintern days, really.

KALB: That's right, and what they signed there was a document that in substance may have been Russian, but in spirit and in intention - if I can use that kind of word here - was really Chinese, because at that Conference two very important things happened. The first is that Communist China emerged, as Pete said before, as an alternate source of ideological inspiration in the world communist movement. They were gaining influence at the expense of the Russian Communist party. And the second thing is that in 1956 the Chinese emerged from centuries of Asian seclusion to mediate a Russian dispute with Hungary and Poland. What the Chinese have done now is go and extend their influence well beyond Europe.

HOTTELET: They've extended their influence into Latin America -

KALB: Latin America and Africa.

HOTTELET: You know, it was interesting at the U.N. to see how Khrushchev worked hard to get the Chinese into the United Nations. He said there would be no disarmament. There would be no normal functioning of the U. N. until Red China was there. Even in that connection, he dropped this hint of walking out of the U. N. altogether and setting up a Communist U. N. and that was his dismal joke after his pounding of the table and the rest that he sent a message to Peiping saying, "Look, Mao, I'm dancing." (laughter)

KALISCHER: Well, in the first place, you have on this one hand this business of Khrushchev trying to bring the Chinese into the U.N. as Dick said. At the same time, there's a struggle for power in every Communist party in Asia - between the Chinese group and the Russian group.

Now, the Russians are still nominally in command in Japan, for instance, but the number one man, Nozaka, spent the war years in China in Yumman, and one can only suppose - you can get very little of what goes on in China - one can only suppose that the Chinese power in the Japan Communist part is on the ascendant.

KALB: I think we can go even one step beyond that. I think that if we were to check the individual histories of the Communist parties of all of the southeast Asian countries over the last five years, we would have found a definite swing toward a Communist Chinese point of view. This is particularly true, by the way, of the Indonesian Communist party, which is the second leading Communist party in Asia.

SCHORR: The satellite Communist leaders coming back from this conference have spoken more frankly about the existence of differences in Moscow than I've ever seen them speak before. They've spoken about some comrades who raised this point and some comrades who thought that, indicating rather outspokenly that there were disagreements. And in Budapest, just last week, the Communists said the most impressive thing about the Communist declaration of Moscow is that there was a joint declaration. In other words, there must have been a time when it was very dubious that there'd be any agreement on any declaration at all.

SMITH: Naturally, the biggest concern in this country is what it means for the United States. I would like to ask you, Marvin, is the following view close to accuracy? The view here is, I think, that in the long run there's bound to be friction and some kind of a conflict between the Chinese and the Russian Communists, but in the short run we have absolutely nothing to gain from it, because Khrushchev will

externally trying to prove he's not soft on capitalism by being tough to us.

KALB: I would certainly agree with that 100 percent, because I think there's a great fallacy in believing that any dispute between the Russians and the Chinese is necessarily something good for us. Not necessarily at all, because the kind of conference they just had there proves that the whole nature of world communism has changed. It is no longer the kind of thing it was under Stalin's time. It is now a far more visible -

MURROW: Flexible?

KALB: Dedicated, flexible form, and it can move ahead and create far more problems for us than they ever could before.

SCHOENBRUN: Well, they're doing it right now in Algeria, for example, when Ferhat Abbas went to Peiping and was received by Mao, Mao said to him, " I hope that you are mature enough not to negotiate peace with the French, but to win your revolution on your own." And it's no coincidence that with this Chinese line that Khrushchev broke with the French after a long stall and now began to attack the French on Algerian policy following the Chinese.

KALISCHER: Do you know-

KALB: But he never has gone all the way, and I think that's very interesting.

KALISCHER: Just a minute. Do you know that there's still a clash between the Chinese Communist ideology and Chinese Nationalism?

For instance, let's not overlook the fact that in Indonesia and in India, India because of territorial grabs by the Chinese - there is a tremendous anti-Chinese sentiment, and the same for quite a different reason in Indonesia. It's an anti-Chinese because the Chinese in Indonesia are the smartest merchants, and they are trying to circumscribe their activities. Peiping has decided that they're going to champion these small capitalists, and there you have a situation where the revolutionary Chinese are standing up for the capitalist Chinese against Indonesians who are a revolutionary society on the side of - in principle - revolutionary Red China.

MURROW: Has confidence in American leadership diminished, and if it has what can be done to re-establish or re-enforce it? Howard?

SMITH: Well, I gather that it has. I gather this from newspapers I read, from friends I have in foreign countries, from many other indices and I think what we have to do is to indicate that we have a plan ...we have plans and policies; we know what to do and that we have the will to do it. We have to have a good foreign policy and 80 percent of a good foreign policy is having a sound domestic base. And the first thing we have to do to secure a sound domestic base is to enliven our economy. The reason, the real reason, we're having gold and dollar difficulties at present is that our economy is lagging and investments that usually stay in this country are going to more profitable countries like West Germany, Switzerland, and other countries. If our economy picks up, if it is stimulated, then this investment money will come back and our problem will be lessened. I think we have to institute a new regime in industry. We have to persuade labor, and I feel almost sure that's why an AFL-CIO man was chosen to be Secretary of Labor - that it can't have its annual

increment, its annual rise. It can be proved that that rise doesn't amount to anything because prices go up and take it away. Profits can't go up. Instead, they've got to lower prices. Then we'd be more competitive and we'll solve our dollar and gold problems. Then we can solve all our internal problems, not only the one of education - it's the one that interests me most...but that's just one of many things that we can do to enliven our domestic base on which to build a sound foreign policy. And if I can just speak for a second more, I would build that policy around the United Nations and try to get the United Nations to - I think you can get an African-Asian vote behind a move to declare Africa off bounds to the cold war. Let the only aid that goes into Africa go through the U. N., the only technicians that go into Africa go through the U. N., let the only military arms that go through - go through the U. N. Then there's competition between America and Russia for each new nation in Africa which can breed war would stop. I think those are the sorts of things we have to do.

HOTTELET: Eisenhower proposed that but didn't follow through.

SMITH: No.

MURROW: David, has confidence in our leadership diminished in France, would you say?

SCHOENBRUN: Well, all through Europe. I'd agree with what Howard said. Confidence is a factor based upon the image of America - not an image that's been created by image-makers, but a real image. What kind of an image have we had over in Europe in the last few weeks? Mr.

Anderson coming over, hat in hand, asking the Germans, - please help us, we're so poor. Eisenhower saying to the Army - send your wives and children home. We can't afford to keep you there. We don't have confidence with that sort of situation. May I say, however that although confidence has declined in that respect, the European knowledge of the fact that American leadership is basic to the free world, that they are dependent upon us has not changed one little bit, and the reservoir of confidence in us is very great indeed and can be restored very rapidly, if only just a few of the things that Howard has been saying are done.

MURROW: Alex ?

KENDRICK: Well, I think there has been some loss in American leadership, but I don't think it was mainly due to overt error - unless you want to list the acknowledgement of responsibility for the U-2 flight as an error. I think many people in Europe feel that we sort of missed the boat, that we have failed to gear ourselves to this new Communist dynamism - that the boys from that part of the world have been talking about...that we have failed to recognize there's been a change in the locale of the East-West contest from Europe to the ex-colonial countries. Now, I don't think that we have to choose between Africa and Europe. And I think one thing we can do in spite of what Dan has said about the diminishing appeal of the Common Market in Germany, I think one thing we can do is not to favor the European Common Market in itself and for itself, but do something about bringing the six of the European Common Market together with the seven of the European Free Trade Area.

Then, I think, reflecting a European view, that in Europe also we could do something about disarmament. I think perhaps ...

I think perhaps we could look at the old British plan, the so-called Eden-Gaitskell-Macmillan Plan, for a ceiling on armaments in Central Europe on both sides of the Iron Curtain and, above all, I don't believe that the introduction of longer-ranged missiles in Europe is going to help reduce tensions in Europe.

MURROW: Dan?

SCHORR: In the main, I agree with what my friends have said, and I just want to add one point to all of this which may be a little more encouraging. It is true that we have lost for all the reasons mentioned a great deal of the confidence of Europe and nowhere more than in West Germany. Not only sitting in Bonn and watching Secretary Anderson and Under Secretary Dillon arrive not to ask for hat in hand but to demand money, but also the mention by Secretary Herter at the NATO Conference in Paris of the possibility of redeployment in troops. That kind of thing has really tended to shake the confidence of West Germany.

But that confidence of West Germany was shaken long before. The U-2 and the whole period during the summer and the vacuum of the American election campaign started a kind of movement among Europe's old men to try to unite among themselves and see if they couldn't put one over on whoever the young man would become in America as President, and there was a certain sense of motion in Europe and Macmillan went to Bonn and Adenauer planned to go to Paris and to London to see if they couldn't seize the initiative for themselves, because partly they were losing confidence in America. But then something happened. They found that they couldn't decide anything and they couldn't really settle anything without America. And because there wasn't a new American President in office,

all the problems which they'd hoped to settle without us, they couldn't settle, and so they found the Common Market needed America to help to bring it together with the Outer Seven. The found that it couldn't decide on their defense until we had a real proposal on nuclear weapons. And the whole thing kind of ground to a halt, and Adenauer, partly because he was ill, but for other reasons as well, called off the visits and everything waited. What I'm trying to say is that while Europe has felt on the whole that we have fumbled the ball, no one has picked up that ball from us. And we still have it, and Kennedy can do what he wants with it because they're waiting for him.

SCHOENBRUN: That's quite right. The lack of confidence has nothing to do with their knowledge of dependence upon us.

MURROW: Marvin, how are our prospects for leadership as viewed by the Russians?

KALB: Well, the Russians have never thought very much about our leadership (laughter)..but there's a very weird...(inter.)

KENDRICK: Much about it or much of it?

KALB: Much of it. There's a weird kind of contradiction in all of this because at the same time as Khrushchev is the first one to state that the United States has become a second-rate power, and that the Soviet Union, as the Finance Minister said in Moscow just last week - the Soviet Union has already outstripped the United States in overall production and very shortly will outstrip the United States in per capita production; yet at the same time as they say this, Khrushchev has followed an almost contradictory line both in domestic economics and also in diplo-

macy...in economics, as soon as he says that the United States is a beaten horse, he says in the next sentence that we must catch up and overtake the United States. In diplomacy, as soon as he destroyed the summit conference in May, as soon as he disinvited one American President, he laid the groundwork for an initiation to the next Administration for discussion.

But the point is, I think, that the United States must earn the respect of the Soviet Union, and I think this is not a terribly difficult thing to do if you understand Soviet psychology. I think that there are two things you can do right away. The first thing - when the new Administration comes in - is to call for in anticipation of Khrushchev's call for an emergency session of the General Assembly on disarmament, to call for a foreign ministers' discussion, to reach an agreement on a nuclear test ban. And, secondly, to have someone like Adlai Stevenson, globally respected, speaking at the United Nations, call for a Russian-American joint program of economic aid under U.N. auspices to the underdeveloped areas of the world.

SCHOENBRUN: Marvin, we'd better not propose a joint Russian-American.. If we ever proposed that without asking the French, the British and the Germans to come in on it, we're going to be in more trouble.

KALB: Well, I'm not sure through this is the kind of thing that the Russians would respect the most and be most frightened of.

MURROW: Gentlemen, what do you see as the immediate or ultimate danger points as you look around the world? Winston?

BURDETT: Well, in Africa, of course, there's a time-bomb ticking away all the time in the Union of South Africa, which is the last big

bastion of white supremacy, but that seems to be a long-term danger. The immediate danger is still the Congo, the possibility of a crack-up of the United Nations force with five countries now threatening to pull their troops out of the U. N. command, the possibility even that the Russians may in the end have their way and get the United Nations out of the Congo. And if that happens, of course, there would be complete chaos and collapse and a breakup of the Congo itself, and the whole area would be open wide to all the dnagers and pressures of the cold war.

SMITH: I think a Washington correspondent would be tempted to say that the most dangerous single spot in the world is the Rules Committee of the House of Representatives (laughter) which has the power of life and death over any plans that are put forward through it and has frequently exercised the power of death rather than life.

HOTTELET: Well, the U. N., of course, is terribly worried about the Congo and about Laos because in either place a civil war can start bringing in the outside supporters of the cold war and turn it into a Spanish civil war and inside the U.N., of course, there is a great fear that the Russians will succeed in wrecking it.

SCHOENBRUN: Well, Algeria, of course, is terribly, terribly dangerous and yet, at the same time, very hopeful. The curious thing in the affairs of men sometimes is almost equal reason to hope and to despair. If they ended this Algerian thing just right, why it would open up a whole new vista of a Eur-African connection, and you know, Ed, peace has never been so close in Algeria and disaster has never been so imminent.

SCHORR: Well, this is the first time, Ed, I've spoken

for Germany, and when you get to the point of talking about the flash-points, danger points, one doesn't have to do much thinking from Germany. You just say Berlin. As I said before, I don't think there'll be much trouble in the next few months, but Khrushchev has said that he wants that problem solved in 1961 and plans to do it.

MURROW: Well, Alex, what ominous things do you see on the horizon?

KENDRICK: Well, I've got a real flash-point. I do mean flash. If Isarel blows a bomb, can Egypt be far behind. In other words, the continuing spread of the bomb, the possibility that the bomb will continue to spread even among the smallest and most backward countries.

SCHOENBRUN: On this specific point of Israel, I think we ought to say and make it clear that the Israeli government has denied, the French government has denied....

KENDRICK: I used Israel as an example, that's all..a symbol.

KALISCHER: They're the two obvious ones. There's Laos.. which could develop into something very bad if the Soviet Union..this recent shooting up of the American plane which was watching the Soviet plane drop supplies to its side, and of course, there's our old friend, Quemoy and Matsu, the offshore islands in the Strait of Formosa. And the whole question of China and our relations to China come into this. Mr. Kennedy brought the subject up in the campaign, and it's a quicksilver deal, I mean a mercury thing. It's all very well to say that Quemoy and Matsu genuinely belong to the mainland. They do. They are five miles off the coast. But the people on those islands do not want to go there,

just as while both Chinas agree that Formosa belongs to the mainland, most Formosans will tell you quietly that they would like to go their own economic way, preferably under a U. N. trusteeship and a pox on all mainland Chinese.

MURROW: Well now, gentlemen, you're not going to expect me to summarize this discussion at any point, I am sure, and being naturally lazy, I'm going to ask you to do it. What must we do to be saved?..one solid firm recommendation from each one of you. Winston?

BURDETT: Well, Ed, I think we have to do something very definite to restore our leadership in Africa. Compare our position with the Russians. The Russians in this past year have been remarkably successful in identifying themselves with the anti-colonialist movement. We, as far as I can see, have done nothing to identify ourselves with African Nationalism and its aspiration. We have done one very extraordinary thing, which I think in a way is mistaken, and that is that we have made an international agency, the United Nations, the instrument of our national policy. I think it was right that we did what we did at the time, that when the U. N. went into the Congo, but I think we have made a mistake in hiding behind and continuing to hide behind the United Nations without showing our own face, tieing our whole policy to this world body, which more and more is simply an assembly of small countries with a voice much bigger than their actual power. I don't mean that we should act against the United Nations or without consulting the U. N. - but I think the United States must do something, must act in its own name, in order to make its leadership known and its role felt on Africa's side.

SCHOENBRUN: Get to the head of the question.

MURROW: What must we do to be saved, Howard?

SMITH: Ed, I have three recommendation education, more education and still more education. I think the time has come to revolutionize American education and we can do it and create a generation of Americans prepared to cope with the world today and also to try to make America the educational mecca of all the underdeveloped countries the way Paris used to be the educational mecca of all the people in Eastern Europe.

HOTTELET: I think the first thing we ought to do - and above all - is to look into ourselves to find out what we want, then to use our immense powers still to push the world ahead in that direction. We have got - and I'll take a leaf out of Marvin's book - we have got to earn the respect of our allies, too, because the French and the British, if they can push us around against our better judgment, are not going to respect us. I think, and I'm certain of this, that if the United States with its economy producing at full blast, knowing what it wants, ready to fight for what it considers right, pulls itself together, it will automatically have the leadership and the respect needed to insure peace and justice and progress.

SCHOENBRUN: Richard, I find myself in the unfortunate position of agreeing with you. It doesn't happen on every year-end show, but you're right. We've got to have not only our allies respect us, but our non-allies too. If I could make a recommendation to the President of the United States, who might take advice from an older man - and I am two years older than he is, I would say we have an enormous opportunity in Algeria, and we're going to be judged throughout Africa and Asia by what we do in Algeria. I would send a trusted agent to Algeria to tell Mr. Abbas something like this: The United States of America is committed to freedom, and we will stand for the freedom of Algeria and you can count upon us. But we are also deeply committed to our ally, the French, and we see no reason whatsoever for freedom for Algeria being accomplished through the humiliation of France.

We suggest that you try it De Gaulle's way. He's offered you a vote on self-determination. Let the vote be held. Tell your people to vote yes. The United States will be behind you. There'll be no trickery. If there is, you can always start your revolution again. And I would then say to the French: We're behind you, too, but do it fast and get it over with right away, and let's not be blackmailed, bullied or told that they're going to join the Communists. Let's be American.

SCHORR: My views are colored, Ed, by where I've lately been and as seen from West Germany - if we are to be able to afford to do the things we're supposed to do in this world, by keeping our troops in Germany and their dependents as well, I'm afraid the only proposal I can make is one that won't ever get me elected to anything. It is to tax, it is to enforce discipline on the American people, to make them realize, if we can make them realize, that public good and public causes are more important right now than private affluence, and it is all terribly unpopular, and if we can't do it, I'm not sure there is any salvation.

MURROW: Alex?

KENDRICK: This is an unrehearsed show, and therefore all I can say is what everybody else has said, but in my own way. I think we all had the same idea. Let us try to lead, but not depending on force - rather on force of example.

KALISCHER: I say we have to try to get some modus defendi with the Chinese, which is not going to be easy because I don't know whether they want to recognize us. We have a very important position in their demonology. We're the satan incarnate. We're the big bogeyman

that they can always use to get an extra ounce of sweat and blood out of their own people as a threat. Well, we've go to do that. I also think we've got to get a formula, a new formula, for dealing with our close allies who support us.

Now I was present at the revolution in April in Korea, and it did me good because, for once, we bet right with our embassy there, and when President Rhee was thrown out and the American Ambassador went to the Presidential Palace, I saw something that brought a lump as big as a baseball in my throat.

I saw the American Ambassador being cheered by a mob. In other words, we were backing a revolution instead of bucking one, and this is the sort of thing I think we've got to do. And I think another thing we might do is - as the range of our missiles get longer, we could voluntarily reduce bases, possibly in some of the areas where they are not very popular.

MURROW: Marvin?

KALB: Ed, I'd like to make one specific and very topical proposal. It might be a little bold. I think that in recognition of a fact that half of Communist China's cultivated land is now in drought, and there is mass starvation on the mainland of Communist China, that the United States propose to send a good deal of its surplus wheat to feed the people of China.

KENDRICK: Will the government take it?

KALB: This is our proposal.

MURROW: Gentlemen, I'm going to sum this up. A friend of mine once asked a friend of his to interpret for him Shakespeare's wonderful phrase: "What's past is prologue." And the man said, "Well, you ain't seen nothin' yet!" I think that's what you have all been saying. Thank you very much...and I hope you have good news to report. That was our effort. There was around the table an accumulation of roughly 120 years of foreign reporting, although the average age is a little less than that of Mr. Kennedy's cabinet.

This is Ed Murrow... We shall be back at the usual time next week.

CBS RADIO NETWORK
BACKGROUND

Sunday, November 20, 1960
12:05 - 12:30 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND.

"The Democratic President who takes office next January will face unprecedented challenges." That sentence is taken from the Democratic Party platform. During the campaign, Senator Kennedy did not weary of predicting that the next four years would not be easy, did not hesitate to indicate that sacrifices and hard work would be required. He was elected on a platform of sweeping promises, domestic and foreign. Those promises created certain expectations at home and abroad. The narrow margin of his victory and the composition of Congress may produce strong headwinds for certain aspects of his domestic policy. But his foreign policy, as stated in the platform and developed during the campaign,did not indicate any real break with the tradition of bi-partisan foreign policy.

The arguments about Quemoy and Matsu and about Cuba were small debating points and reflected no basic conflict, once the short hand of limited debate had been expanded.

It is already clear that the unprecedented challenges are coming thick and fast in the field of foreign policy. Some of them may have to be met before the new President takes office. It would be difficult to place two fingers on a globe without touching a point of actual or imminent crisis: Cuba and the Caribbean; Southeast Asia; pretty much the whole of Africa and the Middle East; bases in Britain; Berlin again in the spring, if not before...the off shore islands...the mounting pressure against the dollar...the increased demands for economic

aid by the undernourished countries.

Our recent election was watched with a degree of detachment by foreign countries, partly because neither candidate proposed any violent break with our recent foreign policy, and partly because neither candidate caught the imagination of foreign observers. However, no foreign nation can be indifferent to a change in administration in this country. Inevitably they will feel the results of any change in emphasis or attitude. They have certain hopes as well as fears. In order to try to measure the magnitude of the problems facing the new administration in the field of foreign affairs, we have asked certain of our colleagues abroad to give us their estimate of what is expected or hoped for by the countries where they are stationed.

The President-elect does not take office for two months, but already his name has been raised in debate in the British House of Commons. British laborites object to the establishment of a Polaris submarine base in Scotland, near the Firth of Clyde. They feel that Britain should have more say in deciding whether Polaris submarines serviced by the base should let go their missiles in anger. And for this reason some laborites are demanding that the base agreement, reached between Eisenhower and Macmillan, be taken up with Kennedy when he becomes President.

Primes Minister Macmillan also has a proposal to make on his next meeting with the new President. For that story, which I believe is exclusive, we switch to Alexander Kendrick in London.

KENDRICK: There is Berlin...there is the reorganization and broadening of NATO as a political entity; there is the problem of reconciling the European Common Market and the European Free Trade Area, the Sixes and

the Sevens, and there is summitry, the necessity of negotiating with the Russians, or trying to, on the heads of government level. But, of all the problems that Prime Minister Macmillan will discuss with President Kennedy after Inauguration Day, the British give top priority to future relations with the new nations of Africa and Asia. It can be said authoritatively that the Prime Minister, when he comes to Washington in January or February, will present to the new Chief Executive, 23 years his junior, what can only be called a 20-year plan, or perhaps vision, of the future. Mr. Macmillan does not believe that Soviet Premier Khrushchev made an abject failure at the United Nations, but that he came within a hairsbreadth of his objective, which was to spread confusion and render the U. N. unworkable. In British eyes, the key to future international politics lies in the newly independent countries, many of which are at the present time professedly neutralist, but which the British believe will eventually align themselves with either the West or the East. To keep them from swinging into the Communist orbit, the Prime Minister believes the West must offer them something more than economic aid or technical assistance, which the Russians can do just as well. It must also cancel out the anti-imperialist appeal of Communist slogans. To this end the British want to associate themselves with the United States, not to expunge the memory of colonialism, which is after all a historical fact, but to demonstrate that the way out of colonialism is through self-determination, self-government, and free association, in short, via the pattern now firmly established by the British Commonwealth of Nations.

With its gigantic empire already liberated by evolutionary rather than revolutionary processes, and with a non-white,

the Sevens, and there is summitry, the necessity of negotiating with the Russians, or trying to, on the heads of government level. But, of all the problems that Prime Minister Macmillan will discuss with President Kennedy after Inauguration Day, the British give top priority to future relations with the new nations of Africa and Asia. It can be said authoritatively that the Prime Minister, when he comes to Washington in January or February, will present to the new Chief Executive, 23 years his junior, what can only be called a 20-year plan, or perhaps vision, of the future. Mr. Macmillan does not believe that Soviet Premier Khrushchev made an abject failure at the United Nations, but that he came within a hairsbreadth of his objective, which was to spread confusion and render the U. N. unworkable. In British eyes, the key to future international politics lies in the newly independent countries, many of which are at the present time professedly neutralist, but which the British believe will eventually align themselves with either the West or the East. To keep them from swinging into the Communist orbit, the Prime Minister believes the West must offer them something more than economic aid or technical assistance, which the Russians can do just as well. It must also cancel out the anti-imperialist appeal of Communist slogans. To this end the British want to associate themselves with the United States, not to expunge the memory of colonialism, which is after all a historical fact, but to demonstrate that the way out of colonialism is through self-determination, self-government, and free association, in short, via the pattern now firmly established by the British Commonwealth of Nations.

With its gigantic empire already liberated by evolutionary rather than revolutionary processes, and with a non-white,

non-European majority already established in the Conference of Commonwealth Prime Ministers, so much so that in March they may vote to bar the segregation-minded government of South Africa, the British feel that slowly and painstakingly over the next 20 years the way to keep communism at bay is to build up an even larger Commonwealth of Nations within the U.N., providing not only everything material that the Communist bloc could provide, but a freedom-loving ideology as well.

This is Mr. Macmillan's maximum hope for the Anglo-American partnership under the new administration. It can also be said that when he goes to Washington and talks about summitry, he will have changed his mind somewhat from his previous position. He still thinks summitry can be useful in and of itself and apart from any concrete agreements it may bring. But he no longer thinks the West should press for a summit. All he asks now is that if the Russians press for it again, the West should be ready for it.

MURROW: One of the first congratulatory messages received by Senator Kennedy came from Khrushchev. "We hope," Khrushchev said, "that while you are at this post (of President), the relations between our countries will again follow the line along which they were developing in Franklin Roosevelt's time." The Soviet Premier said, "We are convinced that there are no insurmountable obstacles to the preservation and consolidation of peace." Khrushchev seemed to be making a gesture. Marvin Kalb reports from Moscow on the realities. What can we expect?

KALB: One thing is certain: The Kennedy Administration can look forward to a tough, flexible adversary in the Khrushchev Administration, and from the drift of diplomatic comment, the accent should be on the word

"tough". Premier Khrushchev still professes a fondness for peaceful co-existence. Indeed, this theme comes up in all of Russia's recent ideological declarations. So Washington might expect a few more friendly overtures from Moscow after Khrushchev's prompt and warm wishes to Kennedy soon after the latter's election. Yet, despite this expectation, Western diplomats here see a harder line emerging in Soviet policy, one that will underscore an intensification of Communist activities all over the world, especially in such key and tender spots as Cuba, Algeria and Southeast Asia. This intensification, in their view, will take the shape of economic, even military support, plus diplomatic recognition in the case of Algeria, all against a background of a bitter propaganda offensive in Asia, Africa and Latin America, aimed at playing on neutralist sentiment to isolate the western powers, especially the United States.

Just the other day, one of the Western World's top resident experts commented about Soviet foreign policy during a Kennedy Administration. He said, "The policy looks contradictory, even on the surface. At the same time as Khrushchev woos Kennedy with good wishes, he supports the Castro regime. He seems to want a detente with the West, and yet there is his support of Cuba, the Congo, the defacto recognition of Algeria, and always behind it all the pressure of the Chinese to stand up against the imperialists.

This view, Ed, finds a great deal of support among Western specialists here that we're now in a critical period of Communist manuevering, that Khrushchev may want to free Kennedy of the chains of the Eisenhower Administration, even make some grand gesture such as releasing the two RB-47 pilots, but Communist action in many parts of

the world, particularly Cuba and Algeria, will make it exceedingly difficult, if not impossible, for Kennedy to meet him halfway and talk.

Just the other day, the Cuban Ambassador held a reception for Ernesto Che Guevara, who's now in China, but was here for more than two weeks on a shopping tour in Eastern Europe for economic and military supplies. Normally, one member of the Praesidium would show up for this kind of affair, possibly two. On this occasion, though, four of them showed up, Khrushchev, Kosygin, Mikoyan and Kozlov. The Russians chose the reception to make a point, one that symbolizes the current dilemma. They want to give their full support to Cuba, and of course, they want to avoid a confrontation with the United States, and they want to support Cubas all over the world, all at the same time as they'd like to get a Russian-American relation back on the Roosevelt track. The betting here is that they can't have both, and that the tug of the tough line will probably win out over the tug of detente, first on disarmament, second on Berlin. And if this is so, Kennedy will face what he himself predicted during the campaign - the most critical Soviet challenge in years.

MURROW: Senator Kennedy at 43 is the youngest American ever elected President. Next Tuesday, the President of France will be 70. There is no such separateness, however, in the problems the two men face, as David Schoenbrun reports now from Paris.

SCHOENBRUN: The incoming Administration, unlike the outgoing, will have almost no problem of foreign aid but enormous problems of foreign policy, here in Western Europe. For the fiscal year 1959 we

gave France only $1,000,000 in economic aid and only a half-million to Holland, which is virtually nothing, and it will be even less in 1960. We'd like to reduce our defense spending, and above all we want our allies who have gold surpluses, such as West Germany, to assume a greater share of mutual defense costs, and also to increase their share of aid to underdeveloped nations.

This question of aid to under-developed nations points up one of the most immediate foreign policy issues for the new Kennedy Administration. The United States under pressure of a gold and dollar drain and a declining balance of payments wants its European allies who've made an impressive economic recovery (in great measure thanks to us) to assume a greater share of overall Western aid to Africa and to Asia. Kennedy even more than Eisenhower is oriented towards Africa, Latin America and Asia as the primary areas of concern, and he believes that it's now time for Europe to give, rather than receive, aid. That's the new foreign policy imperative of the 1960's as seen here in Paris as a general issue of concern.

As a specific issue, nothing is more important here than the Algerian War. President Kennedy, like Senator Kennedy, sympathizes, of course, with the national aspirations of the Algerian people. However, Senator Kennedy made his speech of 1957 before President de Gaulle came to power in France, and de Gaulle's policy of self-determination for Algeria probably will change the attitude of Senator Kennedy from that of President Kennedy on the question of basic principles. President Kennedy will have to re-examine the situation, which is very different today from that which existed three years ago. Two things are now certain. Algeria is no longer a traditional colonial

struggle, since General de Gaulle said that he accepts Algeria's independence as a possible objective in the creation of an Algerian Republic. De Gaulle's gone very far towards recognizing Algeria's right to independence. Secondly, the Soviets and the Chinese have announced their support for the Algerian rebels, thereby making the Communist threat to North Africa starkly apparent. Inevitably, America's sympathy for the cause of Algerian independence will be influenced by these two factors, and that will be a brand new policy situation for President Kennedy.

MURROW: Here in America, the campaign of 1960 has ended, but in West Germany the political campaign of 1961 is just beginning. With the Christian Democrats led by Konrad Adenauer ranged against the Socialist Party's personable Mayor of Berlin, Willy Brandt. In his campaign speeches, Adenauer will reveal his program. How will it fit the program advanced by the new President of the United States? In a report from Bonn, Daniel Schorr explores the possibilities.

SCHORR: President Kennedy won't have any more trouble with Chancellor Adenauer than any young rookie dealing with the oldest man on the team who's just sure he knows better. It was typical of Adenauer, nearing 85, to invite himself to Washington in February, less than a month after the Inauguration, to get the new fellow started right. As the Chancellor puts it, "One who has lived through many situations with open eyes has seen things which you cannot have seen." He can give advice to younger people, as the older men used to do in Athens. But Adenauer didn't take affront when Kennedy indicated something less than delight about seeing him in February, and Adenauer is still talking as though he has high hopes for the young man.

Although the Chancellor fancies himself in a role of elder statesman, he is much less rigid than people think. He probably hoped for the election of Nixon, who's wariness about tinkering with the status quo is closer to Adenauer's own thinking. But he is ready to cooperate with Kennedy, if only for the reason that West Germany has nowhere else to go except partnership with the United States.

But on the personal level it will take all the tact that Kennedy can muster to deal with the old sage of Bonn, who finds no great magic in youth, and no exhilaration from new frontiers. The President will get a lot of advice, some of which will run counter to the advice of other foreign statesmen. Kennedy will then have to listen to Der Alte who can sometimes be mightily insistent and persuasive, and then make up his own mind.

Within the Western Alliance, Adenauer and Kennedy are likely to see eye to eye on issues like greater NATO integration and the need for a NATO nuclear force. The greatest potential for trouble lies in the growing fear here in Bonn that the Kennedy Administration will be less likely than the Eisenhower-Dulles Administration to make West Germany the pivot of its European policy. It's hard to tell what fear is based on, but it's there. Adenauer is not only a good German, but a good Christian Democrat, an intensely partisan man facing a campaign for re-election next year against the popular Mayor of West Berlin, Willy Brandt, who is a man of Kennedy's generation. Adenauer certainly doesn't dream that he'll get the public endorsement of the Kennedy Administration that Dulles gave him in 1953, but he is convinced that what's good for him is good for West Germany, and what's good for West Germany is good for America. And if President Kennedy turns out to think otherwise on

either part of that statement, he'll find the old Chancellor a hard man to get along with.

MURROW: In Japan, 50,000,000 voters have gone to the polls in a Parliamentary election. At stake are 467 seats in the lower house. But the election, basically, is a referendum on the new defense treaty Japan has signed with the United States. The Liberal Democrats who favor the treaty are expected to win, but their margin of victory will be closely watched. A gain by the Socialists could trigger new anti-American demonstrations. The situation is difficult enough, as Peter Kalischer makes evident in this Tokyo report.

KALISCHER: The Japanese finished voting just a few hours ago in their eighth general election since the war. Many went to the polls wondering how President Eisenhower's stop-the gold rush order will effect their standard of living. The order will cut the number of families accompanying servicemen and government civilians overseas by more than half, and government agencies, particularly the military, have been directed to buy American. This will hurt Japan, and it may effect American policy in Japan. The United States government and 110,000 servicemen and dependents spent half a billion dollars in Japan this year on everything from dinnerware to made-in-Japan jeeps for our Southeast Asia allies.

Now the Liberal Democratic Party headed by conservative Prime Minister Hayato Ikeda has been bravely campaigning on a straight endorsement of the U.S.-Japan Mutual Security Treaty, the same treaty whose ratification brought on the "Ike Stay Home" demonstrations last June. One conservative stumbling point has been that the Security Treaty, like it or not, guarantees big American spending in Japan - government spending. Now apparently it does not.

Elsewhere in the Far East, Kennedy will certainly have to deal with the problem of a fermenting South Korea. The April student revolution against Synman Rhee is still going on in new channels despite the purge of Rhee henchmen and a new administration. It would appear that Kennedy must work out some new formula for aid and guidance to small countries wholly dependent upon America or risk upheaval like in Korea, in Laos, and last week in Vietnam.

But it is on his China policy that President-elect Kennedy will certainly be put to the question. The Nationalists were fairly restrained during the American Presidential campaign, when Kennedy spoke of giving up the Nationalist islands of Quemoy and Matsu. Chiang Kai-shek simply said he never would. But when Kennedy's foreign policy advisor, Chester Bowles, spoke openly for a two-China policy, an independent Formosa and an independent Communist China, Kennedy was denounced by both sides, by Taipei and Peking. There is everything to recommend the two-China policy, except the fact that right now it is an anathema to both Chinas. How to make Chiang Kai-shek renounce his claim to the mainland, not with the faintest chance of retaking it, or how to force Mao Tse-tung to renounce his promise to take Formosa by force, if necessary, could be the supreme test of the new administration diplomacy in the Far East.

MURROW: We cabled Guy Searls in Hong Kong, "What are the maximum reasonable expectations in Southeast Asia?" Here is his report.

SEARLS: A positive foreign policy can sometimes bring negative results. Nowhere in the world is this more true than Southeast Asia, where governments, or at least government leaders, sometimes change

with alarming speed. If one takes the 14 nations lying in the general area of the Southeast Asia Treaty Organization, only one - that is India - has kept the same leaders and the same form of government throughout the eight years of the Eisenhower Administration. During those same eight years, the military forces of every one of these Southeast Asian nations have had to fire in anger, either over border troubles or against rebel forces. Eleven Asian nations have had arms clash within the past year alone. Even right now, armed rebels are active in at least six Asian nations. Unsettled boundary problems remain explosive in at least six other Asian countries. In the middle of this confused and frequently bitter situation, American policy has been to try to use its influence for peace, to give aid which will be of both short and long term benefit to the people and to combat the sinister influences of Communism. It hasn't been easy in the past, and it's not going to be easy in the future.

Almost all of the nations of Southeast Asia have gained independence from colonial rulers in just the past 15 years. They are still frequently suspicious and resentful of Western nations. But the Asian people and Asian nations often are suspicious and resentful of each other, and even of factions within their individual countries as well. The result is that whenever the United States makes a positive move in one area of Asia, it is likely to be misunderstood or resented in another area. Just to give two quick examples: Whenever Uncle Sam does anything for either Thailand or South Vietnam, it is liable to be disliked in Cambodia. And if America does anything to support any of the three conflicting factions of Laos, it is resented and opposed by the other two factions. And the Communists are quick to

exploit this quandry we are in. So the benefits of every move the United States makes in Southeast Asia must be carefully weighed against their possible negative effects. The incoming Administration unencumbered by problems of the past perhaps has an advantage in making future progress, but the Communists, particularly the Chinese Communists, already are issuing propaganda to discredit the new American Administration and to block that advantage held by a government making a fresh start. America's problems in Southeast Asia will not be solved overnight.

MURROW: The problems which the new President will face in Latin America and Africa are no less formidable than those confronting him in Europe and in the Far East. We shall try to examine them in subsequent broadcasts.

United States warships patrol the Caribbean, and at once on the far side of the world the Premier of Red China accuses Washington of threatening Cuba by force of arms. The world has grown very small indeed.

This is Ed Murrow. We shall be back at this time next week.

ANNOUNCER: You have been listening to BACKGROUND with Edward R. Murrow, a recorded presentation of CBS News.

BACKGROUND
CBS RADIO NETWORK

SUNDAY, November 6, 1960
12:05 - 12:30 P.M.

HERMAN: This is George Herman substituting today for Ed Murrow who has a bad cold. Just one more day and the election campaign will have ended. The Presidential candidates will have earned respite after flying more miles and being seen by more people than any other of their kind in the history of this country. In this jet age the whistle-stop was found not obsolete nor was the old-fashioned handshake nor the ridiculous head-dress. Inevitably - promises were made. Thomas Nash once said, "One acre of performance is worth twenty of the land of promise." On Tuesday the people will reply.

During the past week in quest of their votes the candidates travelled from New York to California and from Alaska to Texas. Paul Niven accompanied the Vice President. Let's listen to his report.

NIVEN: Do you really believe it? That's what reporters keep asking themselves as Nixon and his aides continue to profess optimism. The Vice President himself sets the tone. He begins almost every speech by declaring, "This is a record-breaking crowd for this city. It shows the tide has turned; that we're going to carry this state and the nation." There's no doubt about the crowds. They have been big and enthusiastic. But the Vice President has spent most of the past few weeks in solidly Republican or Eisenhower-Democratic territory, and it appears at least that the Republicans have more money to spend on the phone calls and advertisements in busses that produce crowds than have the Democrats. In Spokane, for instance, they even provided free baby sitters. Ten days ago, Nixon seemed to be going through a personal crisis. He was secluded from the

press; his speeches were sometimes ragged and choppy; he lost his temper once or twice. That depression, if it was a depression, is over. He has appeared cheerful this past week. Most of his speeches have been well organized and forceful. In Forth Worth on Friday, he managed to be vigorous and enthusiastic at 8:30 in the morning as haggard and red-eyed reporters tried to summon up energy to listen and record his words. Mrs. Nixon parenthetically is plainly exhausted. Until a few days ago, it was her custom to gaze fixedly at her husband with an expression of rapt admiration, intent upon his every word, nodding approval at slogans she had heard hundreds of times before. Now, like many others in the party, she seems to stare blankly out into space. Some of the Vice President's advisers, among them Interior Secretary Seaton and Attorney General Rogers, continue to find rays of hope. They circulate tirelessly among newsmen dispensing their cheering message. They point out that many of the current polls and surveys showing Kennedy ahead were based on interviews made two weeks ago. It's their position, officially at least, that the tide began turning after the fourth television debate on October 21st. Since then Nixon has been more aggressive in his campaigning, having paced himself toward a carefully planned climax. Also in the past two weeks came the intervention of President Eisenhower, an intervention more vigorous than anybody, including Nixon, expected. Nixon's staff members do not claim that Mr. Eisenhower can transfer his popularity. What they do hope is that his arguments on the issues will be effective - especially his fatherly reassurances on the disputed point of American prestige.

But the President's intervention has come late in the day, very late - after the TV debates may have exhausted all the attention that many people are willing to give an election. There's no doubt that the President enjoys vast affection and esteem among tens of millions, but

he may now seems a slightly irrelevant figure beside the two young men competing for the succession. The past week has produced little new in the way of issues,none of the sensations or bombshells that the Republicans had promised. But Nixon has shifted his emphasis from foreign to domestic policy. He still mentioned the U-2, the offshore islands and Cuba, but he devotes more attention to what he calls "Kennedy's irresponsible economic views." He warns of inflation; says that wages and savings would be imperiled by a Kennedy victory. This is what is known as a "gut issue" but it's hardly a sensation or a bombshell. It remains to be said that reporters on a campaign trip are isolated parochial people who spend most of their time interviewing each other and reading each other's copy. The massive majority which believe that this election is all over but the shouting, may be massively wrong. It happened once before, after all, in 1948. It's ironic that the battle cry of the last week of what may be Richard Nixon's last campaign should be "Remember Harry Truman."

HERMAN: Robert Pierpoint was among the reporters covering Senator Kennedy in these last days of the campaign. Bob, what's the feeling in the Kennedy camp?

PIERPOINT: In the Kennedy camp today, there is a quiet confidence. It's not the confidence of absolute certainty that Kennedy is going to win. It's the confidence of having fought well, of having said and done everything that can be said and done. As one of the Democratic candidate's closest advisers put it, "The voters have made up their minds. From now on it's in the lap of the Gods." Senator Kennedy and those around him do, of course, believe he will win. If you travel with the Senator, it's hard to believe everywhere he's gone lately. Almost all the polls show he's leading. The reporters report he's leading. The reluctant politicians

begin to climb aboard the band wagon. Even the Senator himself has had trouble these last few days trying to conceal his confidence.

Lately Kennedy has approached his crowds with an easy self-assurance he did not possess early in the campaign. More and more he has ridiculed Nixon; come closer than ever to outright criticism of President Eisenhower himself. This past week one of Kennedy's most effective lines has been to remind voters of the elephants in a circus. "You've seen them", says the Senator with just enough of a wry smile, "walking around in a circle each grasping the tail of the elephant in front. Thick-skinned, ivory-headed animals with small brains and poor vision." Then, as the crowd roars in recognition, Kennedy throws in the clincher. "Richard Nixon held onto that tail in 1952 and 1956," Kennedy says, "but now he is the candidate. I don't care how many Republicans he gets onto the rescue squad; we're not choosing a committee; we're choosing a President." For the crowd, it's great political fun, and as hard-to-combat ridicule, it's effective.

Privately, Kennedy is not worried about President Eisenhower's popularity rubbing off on Nixon. He believes there is little Eisenhower can do now to help the Republican candidate, that people have made up their minds on the basis of the issues and each candidate's individual approach to those issues. The Senator from Massachusetts has had some real help in this respect, some of it luck, some of it shrewd planning. Kennedy had been pushing the prestige issue for quite some time but it really caught fire for him when CBS News and other news media began reporting leaks of U.S. Information Agency surveys that showed Kennedy was correct. The government's own polls said America's prestige had slipped. The Republican administration was put in the awkward position of heads-we-lose; tails-you-win. It would have been in trouble if it had agreed

to release the prestige reports. It was in trouble when it decided to withhold them. The nation's economic trend also helped Kennedy. While Nixon kept repeating that America has never been as prosperous, which is true in a way, Kennedy kept pointing out that the economy was sliding, which is also true, and with the stock market going down while unemployment crept up Kennedy had the dramatic bread-and-butter side of the argument. Even the radio-tv debates worked in Kennedy's favor in the view of Kennedy's supporters. Nixon was much better known in the beginning, considered a better debater, perhaps by the voters a stronger, more mature leader. But the debates did not necessarily prove this. They gave Kennedy a platform on which to stand face-to-face with Nixon and to prove that at the very least he could certainly hold his own with the Vice President on almost every issue. There is still one factor that no one, neither Kennedy nor his aides nor the polls nor the political experts seems to be able to figure - religion.

The Senator himself does not think his Catholic faith will defeat him, but those around him put it this way, "If Kennedy were not a Catholic, he would be a shoe-in." This does not mean they believe all those who vote against Kennedy do so because of bigotry, though some will. It is simply the one element that could still tip the election either way, could make monkeys out of the pollsters and the experts again. But somehow the Kennedy camp, with that quiet confidence, doesn't think it will. They believe Kennedy will win.

HERMAN: There was briefly on Friday of this week a rumor that Nikita Khrushchev had been deposed. The rumor originated in Vienna, peddled by an obscure employee of the Soviet Embassy, so we are told, and spread around the world. The rumor proved false, but there is a story in

Moscow. The Soviet Union is preparing to celebrate the 43rd Anniversary of the Bolshevik Revolution, and today the Soviet capital literally is painted red. Here is Marvin Kalb's account.

KALB: Every government building in downtown Moscow and every suburban building tall and strong enough to sport a 20 or 30 foot portrait of Lenin has been plastered with red placards bordered by red lights, boasting red slogans such as "Glory to the fighters for peace," and "Hail, hail the 43rd Anniversary of the Bolshevik Revolution." This twin theme of peace and Bolshevism is trumpeted from loudspeakers fastened to corner lampposts and it is prominently featured on television sets in store windows and at the entrance way to the Central Telegraph on Gorki Street where all foreign reporters are asked to work. Thick knots of Russians huddle in front of the sets watching chorus groups sing revolutionary songs. In the evening, as the snow falls gently over this already white city, you can't help wondering whey they're not singing Christmas carols.

This is a happy time for the Russian people, generally speaking, and a festive mood has filled the air and "have another" has become the restaurant theme. This is the first of three days that the people don't have to work and those who do not have to participate in tomorrow morning's march through Red Square know they've got three days to do nothing but have fun as best they can. But's it's not only the leisure that's appealing to them; it's the concept of the holiday itself. They think everyone celebrates the Bolshevik Revolution, now forty-three years old, and a chambermaid was astonished this morning when I mentioned November 7th was just and ordinary working day in America except that this year it comes a day before an important event. "What's that?", she wondered. "The Presidential election", I answered. "Oh that", she said

scornfully. "What difference does it make who wins. They both work for Wall Street." For her and for the 215 million people of this society, the important event is the revolution which stands as a growing symbol of the material and scientific progress of Soviet Russia.

They may not, many of them, bother with esoteric, ideological disputes over peaceful co-existence, but they all recognize that Russia has made extraordinary advances in 43 years, from a relatively backward nation to the second industrial power on earth. This economic strength is generally acknowledged by everyone,especially the world's top Communist leaders, almost all of whom - with the conspicuous exception of Marshall Tito of Yugoslavia - have arrived in Moscow. They are here, it seems, not only to celebrate the revolution, but also to hold a kind of summit conference of their own. The importance of this conference was dramatically underlined yesterday by the arrival of Liu Shao-Ch'i, the number two man and President of Communist China. For a few weeks now, diplomatic observers here have been speculating about who would represent China at this unusual gathering. Mao Tse-tung, the party leader, or Chou En-lai, the Premier. No one thought it would prove to be Liu, generally regarded as a tough-minded Communist with an allegiance first to China, then to the world revolution. Liu's presence raises the international stature of this meeting, for it's now assumed that some kind of a workable agreement has been reached between Russia and China, burying the hatchet at least publicly on their summer-long dispute over peaceful co-existence. The Russians had maintained that Socialism could co-exist with imperialism. The Chinese said it was impossible so long as imperialism existed. Now both parties have apparently agreed, as Pravda today put it,to strengthen the invincible unity of the Socialist Bloc before the West grew unmanagable. Liu is here to put the Chinese seal of approval on what will

probably prove to be another major Communist pronouncement that everything's just fine at home. Whether it actually is will be seen in the actions rather than in the statements of the two giants of the Communist Bloc.

HERMAN: On this first Sunday of November, France - as well as the United States - is approaching an hour of decision. For France, the hour is very late and more than just France is involved. In a critical hour in French politics CBS News Paris correspondent David Schoenbrun makes this report.

SCHOENBRUN: While Americans have been fighting among themselves in this last week of the electoral campaign, Frenchmen and Algerians have been fighting through the dawn of the 7th year of the war that may well become the first major post-election problem for the new President of the United States. Until very recently, the Algerian war has been a local contained conflict with the great powers maintaining a somewhat uneasy public posture of neutralism. But last month, Russia began to shift position and we are now entering a new and dangerous phase in which the Algerian War is becoming an international theatre. Khrushchev met publicly with Algerian Rebel representatives here in New York last month; promised them and sent them medical and food supplies and only just stopped short of the steps that would have lead to a break of diplomatic relations with France. At the same time, China increased its encouragement of the rebels and its shipments of aid with promises to send much more in the future. Now the Communists will be able to pose again as the champions of the African peoples. And an example of where that can lead was strikingly demonstrated this past week in Tunis, when on November 1st,the anniversary of the war, some 30,000 Tunisians cheered the rebel leaders and

shouted, "Down with America. Down with NATO."

Sitting on the platform grinning at the show, were the Soviet Ambassador to Tunisia and the Chinese Ambassador to Morocco who had flown to Tunis that day to join in the celebrations. It takes a lot to shock this reporter after some twenty years of reporting on the crisis-ridden world, but I did find the news from Tunis shocking and about as alarming as anything that has happened in this critical year. Tunisia has been one of the most steadfast friends of the West in all the African and Arab worlds. President Habib Bourguiba is the only North African leader to refuse to join the Arab League. He has denounced Nasser of Egypt, and he has fought every attempt of the Communists or the Moslem hate-mongers to penetrate his country or turn his people against the Christian peoples of the Western world. And yet, President Bourguiba was powerless to prevent the hate demonstrations in his own capital last Tuesday.

I discussed this question last night with his son, Ambassador Habib Bourguiba, Jr., who is here in New York representing Tunisia at the U.N. session. Ambassador Bourguiba did not try to hide his own alarm at the turn events were taking. Like his father, he's a good friend of the West, an enemy of Communism and, although a Moslem, he is bitterly opposed to Pan-Arab fanatacism. The Ambassador said, "We have been warning the French and the Americans that something terrible would eventually happen if the Algerian War continued. The people want peace and they want freedom for the Algerians. For many years we've said that if the West won't help them, then they'll turn to someone who promises that he will. The President, my father, knows better than anyone the dangers of internationalizing the war. My own country is in very grave danger and so is your country, for you must know that American security

is deeply involved in the security of the Mediterranean and African worlds. If the people of North Africa feel that the West has abandoned them," said the Ambassador, "if they turn away from you, it would be a catastrophe for all who cherish the ideals of freedom, of democracy and of peace."

These words of the Tunisian Ambassador were echoed in talks that I've also held here with representatives of the Algerian Rebel Organization. They're not happy about Chinese and Russian help for their revolution. One of them said to me only today, "It's dangerous to embrace a bear. The more he hugs you, the more you choke." But, said the Algerian, his leaders had no choice but to seek help where they could find it. In the sixth year of war the rebels had grown weaker and weaker each year under pressure of relentless attack by a superior French Army. From a big strength of some 20,000 fighters operating at battalion and company levels, the rebels have been cut down now to about 8,000 guerrillas operating almost like bandits in small groups of 10, hiding in caves and raiding only under cover of night or in surprise ambushes. What could the rebels do to keep their spirit up against the constant attacks of French armored units and French aviation and French electric barriers on the supply routes; they did the only thing possible,they say, and that was to seek support from the most powerful, experienced revolutionaries in the world, the Russians and the Chinese.

Morale is high again in rebel ranks this week, and they enter the seventh year of war with their heads held high and a defiant chant of eventual victory to warm their rag-covered bodies for another terrible winter in the hills. Morale among the heavily armed and warmly-clad French is, on the contrary, at its lowest point at this dawn of a new

war year. The French Army cannot view with equanimity, despite its brave talk, the thought of new sources of support and encouragement to the rebels just when it had persuaded itself that it was about to wipe out the rebellion. Even the most fanatic and neurotic officers of the long-frustrated Army of France must know now that the best they can expect is a very long struggle, a struggle perhaps without end which they can only finally lose; for France has so much to lose and the rebels, who have nothing, can fight on with the thought that they have everything to gain.

The French Army is not without its supporters, but they're a very small band of adventurers, political schemers, fascists seeking a comeback and revenge for past defeats and perhaps a few, but only a very few, sincere nationalists who have deluded themselves or have been deluded into thinking that France cannot survive the loss of Algeria. Aside from this small band of generally undistinguished or disreputable followers, the Army of France is opposed by the great masses of the French people, 8 out of 10 of whom are dedicated to the Republic and who have endorsed General DeGaulle's policy of self-determination for Algeria. Despite this massive support, despite the powers he wields as President, Charles DeGaulle has thus far been unable to bring security to the Republic or peace to Algeria. He has taken measures to discipline the Army but only minimum measures. He has not yet chosen to take the kind of drastic action needed to restore complete respect for the Republic and to crush the plotters operating behind the power of the Army.

On Friday of this week, in a nation-wide address, DeGaulle warned that he was ready to take any measures needed to safeguard his regime and on Algeria, he went further than every before in committing himself to freedom and independence for Algerians, if this is what they

demonstrate they want in a free vote. He said clearly and unmistakably that he favored self-government for Algeria, and he made a new appeal to the rebels to cease hostitilies. "All we want," he said, "is to agree to stop killing each other." DeGaulle laid down no other conditions, nothing but a cease-fire. He didn't demand that the rebels lay down their arms. He offered them participation in the procedures to organize a vote on self-determination and, although he did not spell it out in detail, De Gaulle made it clear that he was prepared to set up self-governing institutions in Algeria even if the rebels did not accept his offer. The most interesting hint of DeGaulle's intentions came in the statement that the French had had such success in containing the rebel fighters in the hills, that one day France might be able to stop fighting and merely adopt defensive positions. This is the first public reference to a plan that has been much talked about in private in Paris these past weeks. DeGaulle's plan one day, perhaps soon, to announce simply that there is no longer a war situation in Algeria. This would enable him to reduce the size of the French Army, to transfer units to NATO, to remove a certain number of general officers, and to restore his own control of the Army. This is the new phase that we are now entering, the ultimate phase of the war. Either De Gaulle will succeed in his plan of cutting down the army and creating the nucleus of self-government for Algeria, which will at least induce the rebels to have new faith in him and to reopen peace talks, or it will become apparent that Charles DeGaulle has failed and if this becomes apparent, then the violent pent up forces in France and in North Africa will explode beyond control and all hope will be lost. This is the future, the immediate future evolution of this dangerous situation. The best informed observers believe the final round has now started and that it cannot last much more than just a few months, six months at most,

which is why this reporter began by suggesting that the crisis of France and of Algeria may well be the first great challenge to the man whom we will select as our new President the day after tomorrow.

This is David Schoenbrun reporting.

HERMAN: And this is George Herman substituting today for Ed Murrow who'll be back at this time next week.

ANNOUNCER: You have been listening to Background with George Herman substituting today for Edward R. Murrow. Background is a recorded presentation of CBS News.

November 9, 1960

Dear Mr. Cooper:

Thank you for your recent letter.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis". (OCTOBER 23, 1960)

However, we do have on hand copies of all of the other presentations, and if at any time you determine the subject of a program to be useful to you, do not hesitate to write and request a copy of the script.

Mr. Murrow has asked me to express his appreciation to you for your interest, and for taking the time to write.

Very truly yours,

Rosemary Mullen
Secretary to Mr. Murrow

Mr. Charles Cooper
157 Cooper Street
Brooklyn 7, New York

BACKGROUND
CBS RADIO NETWORK

Sunday, October 9, 1960
12:05-12:30 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Spokesmen for both candidates contend that their man won in Friday night's radio and television encounter. Certainly it was a livelier and more informative affair than the first one. But it seemed to this viewer, at least, that the real winner was the stop watch. It is not possible to probe very deeply into the attitude or philosophy of a candidate on subjects ranging from diet to dialectics, from Cuba to Matsu when answers are confined to two-and-a-half minutes and counter comment to a minute and a half. This device produces quotable capsules, demonstrates a high degree of intellectual agility, but it is no substitute for the old-fashioned debate where pursuit of a single proposition is possible.

The networks wanted a real debate. The candidates wanted the ground rules as they are. No one knows how many votes if any were changed. But it is clear that neither candidate is placing anything like his sole reliance upon television, because they continue to campaign in person at a furious pace.

Two of my old colleagues are in from the political campaign trails, Paul Niven, who's been spending most of his time with candidate Nixon, and Charles Von Fremd, who has been traveling most of the time with candidate Kennedy. Gentlemen, I suppose by now you have been pretty well memorized the set speeches of each candidate, haven't you?

VON FREMD: Yes, I think so, Ed. As a matter of fact, I can still hear Kennedy's phrase, "I say this is a great country, but it can be greater. I say this is a good country, but it can be better," over and over again in my sleep. I'm sure that Paul has heard the same thing from the Vice President.

NIVEN: Well, Nixon's top line, of course, is, "and I hope the time will never come when any President, Democratic or Republican, will feel it necessary to apologize to Mr. Khrushchev for defending the United States against surprise attack."

MURROW: Well, how would you two sum up the atmosphere and the attitude in the two camps at this moment? Paul?

NIVEN: I would say that Nixon people are just plugging away. They're neither optimistic nor pessimistic. You can go down the list of states with them, and they'll tell you which ones they think they're going to carry, but you get different answers from different people, and I think they feel it's a very close election, that lots of things could happen, and they're neither defeatists nor high on the prospects.

MURROW: Chuck?

VON FREMD: I think in the Kennedy camp, Ed, the feeling today is basically what it was back last spring when the Senator from Massachusetts was going after his party's nomination, and that is just by working harder than the next fellow that he can win the job, and his whole attitude now is to be seen by as many people in the flesh as is possible, and just to keep working away a little bit harder, than the next fellow that he can win the job, and his whole attitude now is to be seen by as many people in the flesh as is possible, and just to keep working away a little bit harder, and I would say that basically the feeling in the Kennedy camp now is one of cautious optimism - but cautious.

MURROW: Have the developments at the United Nations helped or hurt either candidate in your opinion?

NIVEN: I think the Nixon people feel that they can only help them, but what would help Nixon much more, though no Nixon aide says this, would be a major world crisis like a Chinese Communist threat against the offshore islands, or a Castro ultimatum on Guantanamo. That, I think, in the last few days of the campaign would really have an important effect.

VON FREMD: This is the thing, Ed, that I think the Kennedy people are really afraid of, of some major crisis breaking in the final weeks of the campaign.

MURROW: Then you seem to agree that a worsening in the international situation would tend to work to Nixon's advantage.

NIVEN: Yes, because Nixon's chief campaign tactic is to build an image of himself as wise, mature, responsible, level headed, patriotic, and conversely to portray Kennedy as rash, irresponsible, and perhaps even faintly unpatriotic, though he denies that.

MURROW: Well, Paul, you've answered part of my next question. I wanted to ask you what issues get the most applause from the crowds.

NIVEN: That - the idea that the person who should be elected regardless of party, regardless of personality, is the man who can best defend the peace and extend freedom throughout the world.

VON FREMD: It's a bit difficult to say what is the one big issue that gets the most applause in the Kennedy rallies, Ed. I would guess the biggest one on the foreign scene is whenever the nominee refers to Castro's Cuba "just 90 miles and seven minutes by jet from the coast of Florida," on domestic issues it's housing, medical care for the aged, minimum wage. His contention over and over again is that this country has been standing still for the last seven-and-a-half years. It's time we moved again. And this always gets a big - well, burst of applause.

MURROW: Do people really listen to these speeches, or do they just come to see the candidates?

VON FREMD: It seems to me, in the Kennedy camp anyhow, that just a bare majority really listen seriously. However, I do think there's a very amazing thing going on in the Kennedy campaign. I haven't seen anything like it in the three previous Presidential campaigns I've covered. It's almost a sensual atmosphere that pervades the crowds. The women in particular, and not just the teen-agers, Ed, but also the matrons and the more elderly ladies jump up and down. They scream and he has a tremendous effect upon the women. I think this is one of the two big imponderables in this campaign, the women and the religious issue.

NIVEN: They soar with Kennedy at times, and he has magic in his presence, more exciting. But I think Nixon satisfies the average hustings audience more than Kennedy does. He leaves his audiences wish a sense of his maturity, his responsibility and experience. That's what he wants to do, and I think he does it extremely well.

MURROW: Would either of you say the campaign is, in the vernacular, picking up steam?

VON FREMD: I think very definitely it is picking up steam, but of course, that is relative, and it's been so flat and so dull for the first month, that that doesn't mean it's really boiling at this point.

What do you think?

NIVEN: A lot of politicians in both parties feel that no campaign gets really started until after the World Series, and the Vice President is certainly pacing himself. For the first month after the convention his speeches were tepid and innocuous..His remarks about Kennedy were bland, even generous. Then he began slowly to challenge Kennedy on individual points and to question his wisdom and his sense and even his patriotism faintly, and in the last month I'm sure he has a good many things in reserve and will step up the attack a great deal more.

MURROW: How are these two young men standing up to this campaign in the purely physical sense?

VON FREMD: Kennedy, of course, has acquired a suntan which he picked up first after the Los Angeles convention at Cape Cod, and he's kept it because he sits in the back of a convertible many hours a day motorcading through various states, and so from ten feet away and further he looks just fine.

You get inside the ten foot range and the eyes are clearly bloodshot, and the fatigue lines are there. He's tired.

NIVEN: He relaxes a lot more too. One day this week when I was traveling with the Kennedy campaign I noticed that at one point when we were three hours behind schedule there was - there were thousands of people waiting to see Kennedy at the next two towns. He blandly stopped at a motel and for ten or twelve minutes sipped his Coke and chatted with reporters. Nixon would never do that.

MURROW: Is there any humor at all in this campaign at close range?

NIVEN: Very little on the Nixon side.

VON FREMD: And I would say ditto for the Kennedy side, at least publically. Reporters who have flown with Kennedy in his plane have noticed that he really has a striking sense of humor in private.

MURROW: Now, our final question. Any ideas about future strategy in this campaign?

VON FREMD: I think that in the case of Kennedy that he doesn't have any grand strategy or any aces up his sleeve insofar as issues are concerned. I think he intends to keep hitting away at the same ones he's been making right along, that we're standing still, that while the country is in good shape it's not in the best of shape. However, I do think he will start striking out much more furiously at his opponent on a personal level. Until now, Kennedy has maintained this is not a fight between two parties. I think in the final month of the campaign that his attacks upon the Vice President will get more and more intense.

NIVEN: Nixon will keep his eye on Kennedy's speeches for any indiscretion or anything that can be labelled an indiscretion. Almost certainly Senator Kennedy will provide him some. You can't make 15 or 16 speeches a day without making a few slips. Nixon will pick them up as he has been already in growing intensity, wrap these things around Kennedy's neck. Also, I am quite sure the Vice President has a large volume on the disparaty in the voting records between Senator Kennedy and Senator Johnson and will be able to make a good deal of effective mischief with that.

with that.

MURROW: Thank you very much, gentlemen, Paul Niven and Chuck Von Fremd. I wish you pleasant politicking for the remaining weeks of this campaign.

During the past week the British Labor Party, beaten in the last three elections, has been furiously arguing a major question of policy: Should Britain discard its nuclear waspons, withdraw from the Atlantic Alliance, and become a neutral? This question of party policy may appear academic, for Macmillan's Conservatives control the government, and another election isn't due for four years. But it does reflect a deep division of opinion among a large section of the public in our most reliable ally. Here is Alexander Kendrick's analysis of the Labor Party conference at Scarborough.

KENDRICK: The approach to a Labor Party conference is along a measured mile of political literature. Outside Scarborough Spa this week a delegate walked the gauntlet of pamphlets waved by Trotskyites, Christian Socialists, the New Left, the old Left, Syndicalists and mere liberals. He was beseiged by petitions to remove American bases from Britain, remove British bases from Cyprus and free Algeria. But above babble one clarion voice raised by a female pamhlet vendor sounded the conference keynote. "Here you are," she shouted, "the future of the Labor Party-tuppance!" It has been expected that Party Leader Hugh Gaitskell would be defeated on the fundamental issue of national defense policy by the unilateral nuclear disarmers and neutralists and that Labor's policy of bipartisan support of the Western Alliance would thereby be reversed.

However, the anticipation of the event proved worse than the event itself. The split that everybody knew existed was confirmed by the vote, but the margin of victory was much smaller than the unilateralists had expected. Mr. Gaitskell in effect won a moral victory, and he at once said he would continue to fight for the collective security principle inside the parliamentary Labor Party which is Labor's real political focus.

Since the Labor MP's represent the local constituancy parties this means appealing to the Labor electorate over the head of the party conference, and this means that for another year until the next party conference the nuclear issue will not really be resolved.

By that time, Mr. Gaitskell hopes to get this week's reversal of policy reversed in turn. This is not impossible since the party leadership's collective security resolution lost by fewer than 300,000 votes, it would take a switch by only one medium sized union to restore the situation. More than that, the party conference decision seems to be no reflection of Labor sentiment throughout the country, an election eve poll showed that four our of five Labor voters thought that Britain should keep the H-bomb so long as America and Russia had it. This is exactly the same proportions as in the population at large.

In his fighting speech at the conference, Mr. Gaitskell, in general British opinion, for the first time achieved the stature of a national, rather than just a party figure. This conference might well be entitled, "The Fall and rise of Hugh Gaitskell." Still, his leadership faces a formidable challenge. He does command most of the Labor MP's, perhaps 200 of the 250, but Scarborough, the first battle in the struggle for control of the Labor Party, will now be succeeded by guerilla warfare in Parliament, for if Gaitskell claims the Labor Party's parliamentary right to act and vote independently of the annual conference, then the unilateralists-neutralists, pacifists, and left wing minority of the Parliamentary Labor Party claims the same right of independence for itself. There may thus this year be two Labour Parties in Parliament. This has happened before and it was not conducive to party unity.

On the other hand, Scarborough has thrown a strong searchlight on the Labor Party's internal processes, such as that one man, the Secretary of the Transport and General Workers Union, cast 1,000,000 votes for unilateralism, that many unions cast conference votes on behalf of millions of members who are in fact Conservatives.

One of the results of the Scarborough Conference may well be a more Democratic party constitution. To an American observer it would seem that what the Labor Party needs is a good referendum.

The possible electoral effects of Scarborough are imponderable. An election is four years off, but because of the Neutralist-Insurgent Parliament Britain's bipartisan defense policy may now be slightly chipped. However, disunity in the opposition does not inhibit the British government from continuing to fulfill all its obligations to the Western Alliance. In fact, the debate on defense has helped clarify the issue of collective security versus neutralism so vividly that Scarborough may prove to have been the high water mark of unilateralism in this country, steadily ebbing in the future.

And it must be said that the spectacle of a great political party wrestling with its conscience in public, going through the throws of agonizing appraisal of one of the gravest problems of our generation, weighing with squalor and passion and nobility and bitterness and human perplexity the moral, ethical, political, economic, financial, biological, social, military, and even philosophical implications of the H-bomb, such a spectacle whatever its conclusions could not help but be a heroic one. Well, next week, as they say, "East Lynn." The Conservatives follow Labor in the seaside double-header and while they will produce Prime Minister Macmillan back from the U.N. their main debate, alas, will be about taxes. Now back to Ed Murrow in New York.

MURROW: Here in the studio again with me today in our informal roundtable are three of my colleagues who have been covering the United Nations General Assembly, Richard C. Hottelet who is regularly assigned to the United Nations, Marvin Kalb, our Moscow correspondent, and Dan Schorr, whose base of operations is Germany, but who also spends a great deal of time wandering about behind the Iron Curtain.

Well gentlemen, President de Gaulle of France has said that the United Nations has become a sort of permanent scandal. Has it, Hottelet?

HOTTELET: I don't think so, Ed, no. I think that de Gaulle's observation has got to be judged in the light of his own domestic problems. He sees a decision on Algeria, or at least a bitter debate on Algeria coming up in the course of the U.N., and I think his tendency to downgrade the U.N. is a little bit of prophylaxis, a little preventive medecine.

MURROW: Well, it may not have become a permanent scandal, but in point of fact it hasn't done very much, has it?

SCHORR: No it hasn't done very much, Ed, not in terms of concrete conclusions. A lot has happened at it although it hasn't done anything. Let me just say with regard to deGaulle's remark, that in calling it a permanent scandal he's telling only part of the story. There is no more permanent scandal than his own parliament and several other parliaments, and in saying it's a permanent scandal he is probably helping Khrushchev to undermine the United Nations. So I don't know how useful it is. As to what it has done, is that it has revealed attitudes and set the stage for things to come. Khrushchev has started his drives toward the summit. The neutralists, some of them, have started but fallen on their face in the first step in their attempt to form a cohesive group. What we have yet done remains to be seen.

KALB: I think that in this connection Khrushchev has done a great deal of what he set out to do here at the General Assembly, and I feel that within this context we could not call the General Assembly session a scandal, but rather a very smoothly run kind of international operation in which Khrushchev has tried to take the dominant role, and in a certain context he has. He has come here, for example, to prove to the Communist Block that he is the master of the shop, and in this context I think he has proved his point. He has also come here to try to set the stage for a summit on his terms, meaning a Four Power summit, not in Paris, London, Moscow or Washington, but in Geneva, and probably next spring, and after his meeting with Macmillan he has also succeeded in this.

Where he has not succeeded, I think, is in wooing the neutralist block. Here, I feel, he has fallen somewhat flat on his face.

MURROW: Well, the neutralists attempted to encourage, organize, or arrange a meeting between Khrushchev and Eisenhower and they failed. Who got hurt in that process?

SCHORR: I think, Ed, that two out of three groups got hurt by this neutralist debate. The neutralists hurt themselves by a rather ill-conceived attempt in their first big drive in the Assembly. They tried to bring together two people who had said they didn't want to meet. Nehru's prestige became involved in this, although he was probably pretty cool toward the idea at the beginning. He had to fight rather hard for it and he was on what he might call a sticket wicket. We got hurt by moving in to block a resolution which was meaningless anyway. We succeeded by an adroit parliamentary maneuver in getting him in frustration to withdraw the resolution. The Russians sat on the sidelines abstaining, enjoying the spectacle of Nehru versus Herter. The only ones who were not hurt by this move were the Russians simply by sitting still.

MURROW: I have the feeling that the West's answers to Khrushchev, aside from Macmillan's speech, have been rather ineffectual. I mean, why has no one pricked this blatter of lies with the pointers of truth?

SCHORR: Well, there's been a lot of pricking of lies being done by smaller nations. Macmillan, as you suggested, was the one who did it best. It is rather difficult for this administration in the last days of its reign to come out with anything very striking, although the speech of President Eisenhower was very well received. I don't think that Khrushchev has made all that impression. I think there's been a great deal of deflating of Khrushchev and he's begun a little bit to overstay his welcome here even among neutrals.

HOTTELET: There have been few sharper points actually than the one made by Del Gardo of the Philippeans who said, "Look, you know, we were an American colony, if you wish, in the age of colonies, and what they have left us with is not misery, but the structure of a state." I think though the - United States is in a bit of a difficult position understandably, because one thing we don't want to do, and I don't think should want to do, is to be the counterpart of the Soviets. We don't want to turn the U.N. into a slugging match between the two great powers. This is one reason, I think, why we reacted as we did to this neutralist suggestion of a Two Power meeting. I think that Washington has decided to bolster the United Nations as a collective effort in every way, and that necessarily means us taking a back seat even on occasions when perhaps we ought to answer very sharply.

KALB: But, Dick we may not want to do this, but I think the reality of the problem was very clearly brought up this week because in effect you had 94 middle men trying to bring two other nations together, and the two nations sat there at different ends of the General Assembly scowling at one another and not really getting anywhere, and you had everyone, even Nehru, speaking from the rostrum of the General Assembly as though he were addressing the Indian Parliament, angrily, asking for some kind of action and not really being able to get any, and India's Krisha Menon even spoke in the Delegates Lounge to a number of reporters and said, "We are not neutralists, because neutralism implies passivity. We are not passive. We are full of action." But the fact is there was no action. There was a great deal of noise. There was a great deal of excitement, but nothing came of it simply because of the basic fact that everyone in between, the United States on one side and the Soviet Union on the other side, even collectively, do not have the pressure, do not have the strength to bring these two people together except in the broader context of trying to set the stage for some kind of meeting that must take place only in the future and only after a long series of preliminary stages.

MURROW: Well, Marvin, the only togetherness at the summit level that has occurred since the Paris fiasco has been the two meetings between Macmillan and Khrushehev. Is anything going to emerge from that? Is Macmillan still trying to play the broker?

KALB: Well, Macmillan denies that he is playing the role of the broker, because Macmillan says he's very firmly wedded to the Western position and he feels that the word broker is a kind of insult. But he is...(inter.)

MURROW: But he isn't charmed by Khrushchev's personality that he goes to see him twice, is he?

KALB: No. the Fact is he is playing that role, specifically that role, and I think to a certain extent he has even succeeded, because at least after the second meeting this past week between Macmillan and Khrushchev, the ground-work was laid for a summit meeting to discuss the general problem of disarmement first and foremost, and probably speaking also in terms of a summit meeting in the spring among the four powers.

SCHORR: Ed, I think Macmillan has one basic aim, or had one basic aim in all that he came here to do. His aim was to prevent relations between East and West from getting worse, and to try to get a kind of a moratorium on invective so that you could have some kind of a meeting next year. What he was trying to do was to get everybody to lay low and let the dust settle, and this is what he advised Khrushchev to do in his two meetings with him, was, "For heaven's sake, lay off. The more you push at Eisenhower the harder it's going to be for his successor to meet with you. If you want a summit just be a little quiet for the time being." His other aim was to get disarmament negotiations started in one way or another as soon as he could. He made a little progress toward that. There wasn't any concrete agreement, but there is a possibility of disarmament negotiations, say next spring.

HOTTELET: I think we ought to be wary about assuming a summit conference next spring because two potential participants in it have yet to be heard from, de Gaulle and whoever is to be the next President.

SCHORR: I think that's right, except that it's - they will be heard from and the inevitabilities of history just go that way, you know, Dick, having some experience in these things, when they threaten Berlin we always find a summit conference preferable to having to fight for Berlin.

MURROW: Thank you very much. This is Ed Murrow. We'll be back at this same time next week.

ANNOUNCER: You have been listening to BACKGROUND with Edward R. Murrow. Reporting with Mr. Murrow today were CBS News correspondents Charles Von Fremd, Paul Niven, Alexander Kendrick, Daniel Schorr, Marvin Kalb and Richard C. Hottelet. BACKGROUND is a recorded presentation of CBS News.

CBS RADIO NETWORK

BACKGROUND

Sunday, August 21, 1960
12:05 - 12:30 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. One of the ironies of the Powers case is that the pilot who was so non-political, he never voted in an election, should be used by the Russians in such a political way. The Russians did not hold an open trial, set up kleig lights, summon the reporters of all nations and serve them champaigne and caviar in the interest of justice. It was rather an extraordianary exercise in propaganda. The Soviet Union was not interested in Francis Powers as a person. He was a device. My colleague Marvin Kalb reports from Moscow how he was used.

KALB: The espionage trial has now moved into the history books, and the rugged Virginian named Francis Garey Powers, who converted his family name into a popular synonym here for a spy, has been sentenced to ten years of what the Russians call, "deprivation of liberty," a legal term that could mean jail, but not necessarily. The Soviet military tribunal that examined the Powers case ruled that the XU-2 pilot would have to serve the first three years of his 10 year detention in a Russian prison, but its ruling did not specify where Powers would have to serve the last seven years. This vagueness has been interpreted here as deliberate, for the Russians can now let Powers go after the initial three years or they can insist that he work in some remote camp for an additional three and two-third years. The Russian people have reacted to this sentence with a certain amount of satisfaction. Whenever they've had an opportunity to rub shoulders with the Powers family, they've been eager, curious, fascinated, but rarely hostile. In fact, a few days ago when Ida and Oliver Powers walked out of their hotel and into a waiting car, a middle aged Russian working man timidly approached the car carrying

a small bouquet of flowers. He handed it to Mrs. Powers and said, "Here. We know how you must be suffering."

The Russian people apparently did not want Powers killed, and neither did the Soviet government, which clearly considered Powers more valuable alive than dead. The government had several clear purposes in this trial, designed to illustrate Russia's favorite propaganda theme. First, Moscow has been stressing one point fairly consistently for the last few years. That concerns American overseas bases which are considered a threat to the peace, particularly to the peace of Russia. This problem of imperialist encirclement has always disturbed Moscow and now that it's capable of shooting dogs and five tons of steel into orbit around the earth, it finds it humiliating. The trial was used as a way of underlining this issue.

The trial also served another major need. It dramatized the so-called pursity of American foreign policy before the eyes of the world. More than once the prosecuting attorney, a heavy set Russian named Roman Rudenko, pounded the table and charged that the United States sent Powers into Soviet air space just to wreck the summit conference and disrupt the 10 nation disarmament meeting. In contrast, Rudenko stressed the Soviet Union's humanism and dedication to peace.

The third propaganda theme concerns ideology. Powers was represented as a poor boy who was trapped by the vicious bite of Wall Street capitalism, who needed money so desperately that he, in effect, was forced to sell his soul to the Central Intelligence Agency. As Mikhail Grinyov, the defense attorney put it, the United States is plagued by permanent mass unemployment that harasses and beats down people such as Powers and then converts them into pawns to be manipulated by mercenary imperialists. When a trial has made this many propaganda points, it's hard to think of it as a legal forum for making a decision about a man's crime.

Some people have said that the trial was held only to make propaganda. This is probably an exaggeration, for the Russians have moved in the direction of liberalizing their legal system, and in at least two ways this liberalization was apparent. First, the defense attorney did have access to the evidence that the prosecutor planned to bring before the court two months before the trial opened. Before the liberalization which dates back to 1953 and the execution of Lavrenti Beria, the defense attorney could not examine the evidence until after the trial began. Second, the penalty for espionage which was Powers' crime against the Soviet Union, used to be death. Now the penalty can be death, but it doesn't have to be. It can also be ten years. But, these two aspects notwithstanding, the trial cannot really be used as a barometer for measuring the liberalization of the Russian legal system simply because it was not a Russian who was involved. It was an American spy, and this one fact predetermined not only the propagandistic nature of the trial, but also several legal features that struck Western observers as rather unusual.

For one thing, the United States Embassy was not given permission to see Powers, not even once during his three and a half months detainment by the Russians. And for another thing, Powers was not given the right according to Soviet law to have any other attorney but Grinyov. Finally, in direct examination of Powers, there was little or no spontaneity. Now back to Ed Murrow.

MURROW: My colleague, Alexander Kendrick, is an old Moscow hand. He knows the language and he has been sort of observing the Powers trial from both London and Rome. He is in Rome right now.

Alex, do you think the Russians got much propaganda mileage out of the trial?

KENDRICK: Ed, they got some big headlines here in the Italian papers as they did in the newspapers throughout western Europe, but I'm really dubious whether they got a propaganda victory. I don't think there's a country in the west of Europe where the majority of people are not preconditioned against this kind of Soviet propaganda. However, aside from the propaganda implications of this trial, I think the technical matter of the use of American bases abroad is something else again. I wouldn't call that a propaganda victory exactly, but I think more a psychological victory, and in some cases it might even be a military one.

MURROW: Is there any impression over there that Powers was brain washed or testified to anything beyond his knowledge?

KENDRICK: No. I don't think so, Ed. I think that the impact of the trial on the people of Western Europe including the Italians, was a rather sedentary one. The Powers trial, for instance, before I came to Rome, was described by an eminent British Queen's Council who is attending the trial, as an exact duplicate of a British court martial. Apparently, Powers was given every courtest of the court. There seemed to be no attempt at brow beating, and it was quite evident that the Russians of these days are quite more sophisticated now than they were in Vishinsky's time.

MURROW: Certainly a difference ...

KENDRICK: There seems to be no evidence of brain washing. However, Powers was in custody only about three and a half months, and in some of the other trials right after the war, and I can think of the Sanders-Vogler trial in Budapest and the Otis trial in Prague - I seem to remember that the detention

of the prisoners was somewhat longer, and apparently their treatment was somewhat more rigorous.

MURROW: They have also said that there may be a remission of one third of his sentence which would bring it down to about six and a half years, wouldn't it?

KENDRICK: Well, Ed, I think by Soviet lights they delt with Powers somewhat leniently. As I recall, the last Russian spy that we had a chance to put into court we sentenced to 30 years.

MURROW: That's correct.

KENDRICK: And this one was ten years with some hope of remission. But you know, there seemed to be a sort of atmosphere at this court that bemused a great many of the people in Europe. In the first place, under Soviet legal procedure, he was assumed guilty. The trial was held simply to establish the degree of his responsibility for a guilt which not only he had admitted, which not only the Russians had charged, but the United States government had in effect also conceded, and the trial as reported here seemed to show that Powers had spent a considerable amount of reflection in his solitary confinement and this was perhaps a result of the interregations that had been conducted with him. He seemed to present a picture of a man who is obeying orders only, and who is not really responsible for the meaning of his act, although he was technically responsible for the acts themselves. Now, making a picture in Russia of a man strictly obeying his orders without knowing the consequences of his orders, is not necessarily an unsympathetic picture to the average Russian, because, of all people, he has been raised

the same way.

But, it seemed to people in Western Europe that the Soviet leaders who staged this trial seemed to be willing to risk the sympathetic picture of Powers for the sake of any propaganda that it might achieve as a result of the trial, not against Powers, but against the United States. And I think that was the main impression that Europeans got from this trial.

MURROW: Well, the Russian radio is now saying that this whole matter cannot be divorced from Nixon, and that Powers' flight really had something to do with the whole matter of target selection against Russian missile sites and bases, and so forth.

KENDRICK: Well, that's their interpretation, but, of course, this was not in the context of the trial. This is something that they have now leaped forward to. They are evidently using the trial, as everyone might have gathered they would, for a mighty stroke in propaganda. There's no question of that.

MURROW: But you have the feeling that so far as Western Europe is concerned, the propaganda hasn't been very effective, is that right, Alex?

KENDRICK: It wouldn't seem that way, Ed. I think most people expected that Powers would be sent to prison, and as a matter of fact, ten years in the European context with the hope of remission after a slight time, is not reckoned as serious sentence, you know.

MURROW: Well, there - it certainly seems to have had not a great impact over here. It has been quite clearly, though unofficially, indicated

in Washington that if and when he is released, the United States government will take no action against him.

KENDRICK: In that connection, Ed, I got a sort of curious reaction here, which I'd like to test on you. It seemed to some people, Westerners, looking at this trial that Powers in some cases, in some of his phraseology, in some of the responses he made, might have seemed to be talking like a man who might intend to remain in the Soviet Union after whatever prison term he served had been concluded. Now, you know these things better than I do. Would Powers have any future, actually, if he returned to the U. S. after a prison sentence? Could he go back to the Air Force? Could he take up a job as a pilot again? Would he not always be sort of suspected of being the kind of guy who might do something to get security?

MURROW: I don't know the answer to that, Alex. I should think his future in this country would be doubtful, to say the least.

KENDRICK: Yeah. Well, I remember Bill Otis coming back from Prague, and I would say that his future was not an happy one.

MURROW: Well, Alex, let's turn to a happier subject for a moment. You're in Rome watching the preparations for the Olympics that open this week. How are they going?

KENDRICK: Well, I think that the Italians after about 1,600 years, which is the length of time since a Roman Emperor cancelled the Greek Olympics, finally have become reconciled to the idea of having the Olympics in the eternal city, on the assumption I suppose, that nothing is really going to

ruffle the eternal city. So, they've been going ahead with their preparations. They've got the hotels turning away people who might turn up for the Olympics. Some of the tickets - some of the ticket sale that they had expected has not really eventuated. They're a little bit afraid that they may have to depend on last minute arrivals with 50 lira notes to get into the cheap seats.

But on the whole the Romans have turned to with a great will. They've dug new underpasses, new overpasses, here to get rid of their traffic problem, which is their main problem. They've set up all sorts of camping sites for the rooters who are going to accompany the Olympic athletes, and of course, these rooters are mostly Europeans, Germans and Swiss and so forth who are accustomed to camping out. And they've set up an Olympic village for the care and feeding of the athletes where the 7,000 bronzed young men and young women from 87 countries are going to have all the amenities of life including ten separate restaurants with ten separate sorts of national menus with the Koreans and other people from the Far East thriving on rice and the Americans lapping up corn flakes and the Germans and Austrians being devoted to Wiener schnitzel, and apparently the amenities here are, as had been promised, quite favorable for the athletes and the only question is will they now go out into the Rome sunshine and break all these records that everybody expects them to break?

MURROW: The amenities, I take it, in Rome are a little better than they were for the political conventions here, Alex. Is that right?

KENDRICK: Yes. I think there's no shortage of fetuccini and, what is the other one, rigatoni, and tagliatelli and a few other things like that. Of course, the athletes are limited to about 4,600 calories a day, and this

will be very hard for them to fulfill in Rome. I mean, the average meal, I would say, goes about 4,600 calories in itself, and if you have three of them in a day you are really crowing it, you know.

MURROW: Alex, we have a dispatch here from Eddie Gilmore of the AP saying ...

KENDRICK: I saw Eddie today with a skiing cap on. I couldn't quite believe it.

MURROW: Well, he filed a story saying that a number of the American athletes are arriving equipped with a 32 page booklet published in Russian and crammed with agreeable and pleasing facts about our society and system in this country, and presumably they're going to distribute these to the Russian athletes. Do you think that this will cause any defections?

KENDRICK: Well, I don't know. If they can make contact with the Russians athletes I suppose that they may make some impression on them. Actually, the American and the Russian compounds in the Olympic Village are not very far apart, and except that the Russians wear SSSR or CCCR on their jerseys and the Americans have the Star Spangled Banner, it's rather hard sometimes from a distance to tell them apart. They look pretty much the way we do. They don't speak the same language. But I suppose there'll be a certain amount of fraternization. I don't know what the rules are on this thing, and I also don't know how much political control is being exercised over the Russian delegation, so that they might be prevented from getting any of the useful facts that we might want to give them. This is something that remains to be seen. It may turn out to be a pretty good story.

MURROW: Alex, thank you very much indeed, and don't break training, and we'll be talking to you again.

KENDRICK: All right Ed.

MURROW: Plato called democracy a charming form of government, full of disorder. Since Congress reconvened on August 8th, the Senate has met more than 100 hours in overtime session. There has been little action and much talk. The House, which convened a week later, has met for exactly 84 minutes. It has seen little action or talk. For an accounting of the legislative week in Washington and the outlook, here is my colleague, Wells Church.

CHURCH: A minimum wage bill carrying the name of Democratic Presidential candidate Kennedy and hiking wage floors to $1.25 an hour after three years has now resulted from two weeks of rough political infighting in the United States Senate. For all practical purposes, this is about all that has come up to now from this post convention session, and even this measure was watered down in forced compromise to exempt hotel, restaurants and auto and farm implement dealer workers, and it still must clear the hurdle of compromise in conference with a differing measure passed by the House.

The Senate now turns its attention to another bill which also carries the Kennedy label in partnership with New Mexico Senator Clinton Anderson, a bill to provide medical care for the aged through the Social Security System. Two weeks from tomorrow is Labor Day, and reporters who have talked to both Kennedy and Vice President Nixon, the Republican candidate, will tell you they are not only raring to go all out with their

campaign, but Senator Kennedy has said that when Congress finishes the medical care bill, hopefully by Labor Day, he proposes to cut out, to use his phrase, and to take to the hustings. What Mr. Nixon will do in that case, according to Nixon's press secretary, Herbert Kline, is a bridge he will cross when he comes to it.

The eleven working days the Senate spent mostly on the wage bill encompassed, of course, just about two weeks. The wage measure had very determined opposition. Tempers grew short at times. And the imposition of a medical health for the aged plan on the Social Security System is virtually certain to stir up even greater opposition. Republicans, including Vice President Nixon, have consistently opposed this use of the Social Security System, asking instead for federal aid through state payments with the money coming from general taxes, not in Social Security taxes as proposed by the Kennedy-Anderson Bill.

But the really complicating factor here is the action by the powerful Senate Finance Committee in reporting favorably on a bill just about fitting the Republican specifications. Even President Eisenhower is reported behind this Finance Committee measure, and most Republicans have abandoned the earlier GOP plan for voluntary insurance with a part of the premiums being paid by federal and state funds.

Now place this old age health insurance picture into the framework of conditions of the moment. Two weeks to Labor Day, and both sides adamant and it's easy to understand how the Democratic campaign strategists are becoming somewhat restless.

Two weeks ago, the big Democratic Senate majority fresh from an exciting selection of satisfactory candidates went into session with every expectation of swift action on a minimum wage bill, on old age health insurance, a housing bill, federal aid to education, and even some kind of a

farm bill. But today with two weeks to go to Labor Day, it will take a major Lyndon Johnson miracle to get all that work done.

Other senators, incidentally, have noticed the effect the Senate work has been having on Democratic leader Johnson. A senator who has served for nearly a quarter of a century told this reporter that Lyndon Johnson has changed in the past two weeks. "When we came back to work," said this Senator, "he was the old take charge guy. But now he seems dimmed a little, perhaps from standing in the shadow of Jack Kennedy." So the Democratic leaders in the Senate will face a moment of truth, so to speak, at the end of two weeks more of debate, if more is not accomplished during that time than has been accomplished in the two weeks just past. The big question will be whether to stay and tackle more work or chuck it and plunge into the campaign. Now back to Edward R. Murrow in New York.

MURROW: The foreign ministers of the Organization of American States are meeting in Costa Rica to act upon an alleged plot by the Dominican Republic against Venesuela, and the threat of Communist penetration into the hemisphere by way of Cuba. Secretary of State Herter and 20 other foreign ministers are attending the conference which began last Tuesday and will continue through most of this week. The case against the Dominican Republic was taken up first. The charge is that the Trujillo regime master-minded an assassination attempt against the President of Venesuela in a move to overthrow the government. Venesuela went into the conference ready to demand sanctions against the Dominican Republic. Sanctions would mean a quarantine of the Dominican Republic, diplomatic and economic.

Herter told the conference that he found the evidence well founded. He said, "These acts merit the condemnation of this meeting, but,"

he said, "let us be clear as to our intent. The intent of this meeting is not alone to stop the type of action which I have condemned in my statement, but also to create a situation within the Dominican Republic whereby that country can be brought back into respected membership in the American Community, and its citizens be permitted to enjoy the benefits of representative democracy." Mr. Herter then proposed that an observation committee be sent to the Dominican Republic to assure free elections. Sanctions can be applied later, he said, if free elections are not held.

Yesterday the foreign ministers in a surprise move decided on a compromise proposal. They agreed to break diplomatic relations with the Trujillo regime, but not to evoke full economic sanctions at this time. Armed shipments to the Dominican Republic would be suspended. Thus, a precedent has been set. The measures constitute the first application of the treaty for reciprocal assistance signed in Rio de Janeiro in 1947.

Tomorrow the foreign ministers will concentrate on the question of growing Communist influence in Cuba. No concrete action is expected. Rightly or wrongly, whether we like it or not, there is throughout Latin America too much popular support for Castro who is, after all, independent of the United States. The problem was well put by the Inter-American Peace Commission. "The crisis facing the American states", it said, "has its roots in the aspirations of the peoples of the Americas to improve their economic and social conditions within a system compatible with the respect for human rights and the exercise of representative democracy. Castro tried and failed with his revolution which turned left.

This is Ed Murrow. We'll be back at this same time next week.

ANNOUNCER: You have been listening to BACKGROUND with Edward R. Murrow. Featured today with Mr. Morrow were CBS News Correspondents Marvin Kalb from Moscow, Alexander Kendrick from Rome and Wells Church from Washington. BACKGROUND is a recorded presentation of CBS News.

CBS RADIO NETWORK

BACKGROUND

SUNDAY, July 31, 1960
12:05 - 12:30 P.M.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. The conventions are over; some political eagles have turned into butterflies and there're some wounds that must be healed. But the delegates have gone home and the politicking in earnest begins. Both candidates are running against Khrushchev. I have with me here in the studio two of my colleagues, Blair Clark and Alexander Kendrick who've been covering the conventions with me these last three weeks.

Gentlemen, let's start by taking a quick look at the two platforms and then at the two candidates. And since both parties seem to be primarily interested in foreign policies, let's look at the two foreign policy planks first. It seems to me that the Democrats support the Atlantic community, propose a broader partnership which goes beyond our common fears and welcome the progress made towards European unity. The Republicans call for regional groupings in emerging areas to work out plans for economic and educational development. Not very much difference between the two there.

The Democrats say that they will not permit the establishment in the Western hemisphere of a regime dominated by international atheistic communism. The Republicans support President Eisenhower's reaffirmation of the Monroe Doctrine in all its vitality. Again, I think you would agree not very much change. In the Middle East also substantial agreement - urging the Israelis and the Arabs to get together and try to solve their difficulties. Both platforms promise to prevent further encroachment of communism in the Western hemisphere. Both platforms call for suspension of nuclear tests with adequate safeguards. Both favor continuance of foreign aid but the Democrats ask for a certain shift of emphasis, from military assistance. They say that they would like to replace tanks with tractors, bombers with bulldozers, tacticians with technicians.

The Democrats and the Republicans oppose Red China's admission to the United Nations, but the Democrats would welcome any evidence that the Chinese Communist government is genuinely prepared to create a new relationship. The Republicans say flatly that recognition of Communist China is firmly opposed.

Would you think that it's a fair summary of the foreign policy plank in the platform?

KENDRICK: I think it's a summary of the foreign policy plank and I must add this comment that, as we all know, platforms are, as you say, documents of promise - they are statements, really, of principle - and I think the more interesting aspect of the foreign policy question, in the Republican Convention at least, was not the platform so much as it was Mr. Nixon's acceptance speech in which he proposed what he would do to implement this platform, this foreign policy plank - I think that's the most interesting thing.

To get back to your reference, Ed, to the Democrats... Democratic intention to switch from the military to the non-military aspects of foreign relationships, Nixon did the same thing. He spelled out what seems to me to be a policy of massive retaliation, so to speak, in the non-military areas.

MURROW: What he really suggested was that he would like to get all of the non-military operations abroad in one fist, in one organization - and all three of us have spent a certain amount of time wandering about the world and I think would agree that our foreign organizations are bloated, duplicated, and confused. Too many people doing too many different things without sufficient coordination.

CLARK: In his news conference yesterday, Nixon, in effect, said that he was going to make Lodge the high command of this new economic effort. Don't you think this amounts to an amendment to the platform? As Alex said, it's always a question how much platforms mean - but to me it seems a quite radical departure from the Republican platform. This is a brand new idea not in the platform.

KENDRICK: Well, I'm not so sure that it isn't ... the germs of it are not contained in the Republican platform. I mean, after all, the language of platforms is so vague anyway that you can take it anyway you like. But what seemed to me most interesting in Nixon's spelling out of this first step that he proposed to take was this, that he kept stressing the need for victory over communism by non-military means and I would say that the more he stressed it the more he was implying that the Eisenhower Administration hadn't really done too well at it, you see, and I thought this was a sort of cutting away from the Administration even though in other aspects of his speech he had high praise for the Administration. I think he's now resolved to go ahead and do what Eisenhower couldn't do or didn't do.

CLARK: Is it irreverent to question the price tag on this new move, all the protestations about economy -

KENDRICK: Well, he says we're going to do all this and yet save money. Now, that'll be an interesting thing, you know, if it happens that way. Of course ... (inter.)

CLARK: It's rather hard to visualize.

MURROW: Well, it seemed to me that the Republicans were saying, in essence, anyone who says that we have lost ground, that we have staggered from one disaster to another in the international field, is almost giving aid and comfort to the enemy. And then he went on to say but still we have to do a few more things than we have been doing.

KENDRICK: I was frankly disturbed by this theme all throughout the Republican proceedings. They kept speaking about people who had been denigrating America; this was their constant theme. And now there is one aspect of it, namely, I got the feeling that some of the Republican leaders think that all you have to do to make a thing so is to say that it's so. But beyond that, some of the references made by even the topmost leaders seemed to me to stem directly from the most

conservative wing of the Republican party, because when Goldwater and his boys were holding forth they were attacking the Democrats really as people who desire the downfall and the end and collapse of America. It seemed to me they were going a bit to the extreme, you know.

MURROW: But, Alex, it is also true that in Los Angeles, the Democrats made, I think, more sweeping promises than have ever been made before in a platform. They were not only going to deal with Khrushchev in the world field of international affairs, but they were going to improve education, health, the farm, everything else, and they were going to do all this by a very simple device of causing the economy to grow at a rate of 5% a year, and this could be done simply by voting Democratic, and there would be no increase in taxes.

KENDRICK: Well, that was oversimplification. But then on the other hand, the Republicans, or at least the Goldwater wing, took this to mean that the Democrats were plotting the destruction of America. I don't see that that follows.

MURROW: Well, let's look at the farm plank of the two parties for a moment and see if we find much difference there. The Democrats say they will work to bring about full parity; they will take positive action, and then they list the measure such as loans on basic commodities and not less than 90% of parity, production and marketing quotas, food stamp program for the needy, and they of course repudiated the Republican administration of soil bank program and they pledge an orderly land retirement and conservation program.

The Republicans, on the other hand, omit all mention of parity, and they say that specific promises of specific levels of price supports are a cruel deception. They call for an intensified food-for-peace program and they say they will cooperate with the food surplus nations to assist the hungry people. The Republicans call for a large-scale land conservation reserve program. There is at least one point where the two parties agree, they would both create a food reserve for national

defense purposes. Here again, Alex, it seems to me that the Democrats have outpromised the Republicans.

CLARK: I don't think there's any question, Ed, that even though there's no mention even indirectly of Mr. Benson, the Secretary of Agriculture, that Nixon has done everything he possibly could to reject Bensonism and everything that Benson stands for. It's not ... it's hard to spell that out in platform language but he was conspicuous, Benson was conspicuous by his absence at the meeting in Chicago on Saturday.

KENDRICK: I don't know too much about the farm aspects of the platform but it seems to me that the Republicans took a calculated risk by nominating Lodge as their Vice Presidential man in the face of this midwestern sentiment for somebody who understood what the farmer wanted, and I would think that Lodge would have some difficulties. A man named Henry Cabot Lodge isn't going to make much appeal in Iowa I shouldn't think, unless of course, you know we have Jack running and Dick is running. Unless we start calling Lodge Hank (laughter), he may not do so well out there. But perish the thought, I don't think anybody has ever called him Hank, really.

CLARK: Doesn't sound like a dirt farmer's name.

MURROW: Well, already, I think some of the Republicans are saying that Kennedy is a window box farmer.

But let's look now at the two party platforms on economic growth. The Democratic platform says our economy can, and must, grow at an average rate of 5% annually. The Republicans say that our economy is now prosperous but we can, and must, quicken the pace of economic growth to meet new demands, and the mainspring of vigorous economic growth lies in the private sector of the economy. Here certainly, is one area of basic disagreement between the two parties on the domestic scene.

CLARK: Ed, I think that what lies back of that is a basic Democratic acceptance all through the ranks of the party, except in the extremely conservative wing, that any major efforts that are going to be made on a national scale assume a kind of collective effort, collective may be a bad word and one that isn't generally used in politics in America, but it assumes that in any major thing you cannot wait for the private sector of the economy to take the necessary steps whether it's in defense or any new domestic program. Whereas the Republicans, in their doctrine at least, have not accepted this idea even though in practice they carry it out a good deal.

KENDRICK: Well, I think also that there may be a little bit of propaganda in this, in these two attitudes. I don't think the Republicans really differ basically, at a certain minimum level anyway, about the role of the Federal Government in state and local questions. Now, the farm situation is one of those. I don't think the Republicans are in favor of giving up subsidies to the farmer and yet these Federal aids and I wouldn't exactly call them private enterprise. If they really believed in private enterprise, if both parties, well, if the Republicans who say they do, believed in it, they would remove all subsidies of all kinds.

MURROW: Well, this is one of the basic areas of disagreement though. The Democrats ... (inter)

KENDRICK: So far as the platform is concerned ...

MURROW: In political shorthand, the Democrats believing in big government, government intervention or guidance in the whole area of economic development, the Republicans contending at least that they would provide a greater area of uncoerced choice for the individual.

Let's look at the civil rights platform for a moment. The Democratic platform calls for compliance, at least first-step compliance, of the Supreme Court school desegration decision by 1953. The Republicans promise the full use of the

power resources in leadership of the Federal government to eliminate discrimination in voting, employment, schools and housing and they also say that all public facilities must be available without regard to race, color, religion or national origin. The Democrats promise to support whatever action is necessary to eliminate literacy tests and the payment of poll taxes as requirements for voting. Basically here I should say that the Republicans perhaps promised a little stronger and more vigorous action in the field of civil rights. Would you think that accurate?

KENDRICK: I would think so but haven't they always done so? I think it was more revolutionary, really, for the Democrats who try to keep a solid South, to put up a strong civil rights plank than it was for the Republicans. After all, they've been talking about Lincoln at every session of their convention. This was a hundred years since Lincoln was nominated and he was the one who started the whole civil rights question so to speak - I would expect the Republicans to be stronger than the Democrats about it.

CLARK: And as the cynics say, the Republicans rely on the Southern wing of the Democratic party not to put into execution the words that're in the platform. At least that's been the legislative history (inter.)

KENDRICK: But, Blair, doesn't this also indicate that perhaps the Republicans have given up the idea of taking the South?

CLARK: I think they have. If we're going to move into the political scene, Ed, at this point I think that they ... my own view is that they flirted with the idea of trying to get some Southern states until Lyndon Johnson was nominated on the Democratic ticket, and then rather rapidly they shifted their ground. And I think this is an interesting point and does not do very much to reinforce the idea that American political parties are much on doctrine. They adapt themselves with great expediency to tactical situations such as the one that came up when Johnson was nominated.

MURROW: Isn't this a great gamble the Republicans have taken, one, to put all the emphasis on foreign policy, two, to nominate Lodge, because if the international

situation continues to deteriorate can Nixon and Lodge disassociate themselves from those policies?

CLARK: I was going to say, Ed, that seems to bring in the question of Eisenhower and Eisenhower's mantle, in my opinion, is going to be very difficult to transfer to Mr. Nixon even reinforced by Lodge.

MURROW: Well, if the President campaigns very considerably in the course of the next few months, it seems to me it must be a rather defensive effort on his part.

KENDRICK: Well, exactly. He has already made this speech at the convention in which he defended his Administration. He's certainly likely to go on doing that. But can Nixon go on defending Eisenhower's Administration or will he even try to? That's I think the most interesting question in this campaign ahead.

MURROW: Well, he's certainly indicated in Chicago that everything was fine in the garden but a few additional things required to be done. Particularly in the area of defense spending and as you said earlier, Blair, the coordination of our non-military activities overseas.

CLARK: Ed, on your point about the gamble that Nixon is taking. What if things go very well, what if all the crises on the horizon suddenly disappear and things are going just fine and foreign policy is not an issue in November. I doubt very much that that would happen but it might ... the tension might have let down considerably (inter.)

KENDRICK: The Russians might be that canny, hm?

CLARK: Then where would the Republicans ... (inter.)

KENDRICK: Yes, there's another risk they're taking, I mean (inter.) operates from both sides (inter.)

CLARK: The most interesting political thing is Nixon's quote which has not been refuted that he's supposed to have made day-before-yesterday in a meeting of the Republican leaders in Chicago when he said "We're licked, in effect, if the Democrats campaign ... if we allow the Democrats to campaign on domestic issues, it's got to be on foreign policy".

MURROW: Well, now both of you gentlemen have had a chance to measure these two young men who are the candidates of their party, if they meet in public face-to-face debate, which is likely to turn out the winner?

CLARK: With large groups of people, in my judgment, Nixon will be more effective. Kennedy seems to believe in a more abstract, dry, if you want, aristocratic, approach to government and the issues, whereas Nixon has shown a couple of times ever since the nomination that he will pull out all the emotional stops and talk about his own origins and mother and hearth and so on and very effectively show that he is a representative of a group in society which is larger than the one that Mr. Kennedy comes from.

KENDRICK: I'm not sure there's that much difference anymore, Blair. Here you have the traditional party of the poor, the Democrats, with a rich man as their nominee, you have the traditional party of the rich, the Republicans, with a poor man as their nominee. I would think it then resolves itself into a matter of personalities and, frankly, I don't find much to choose between the two. I think they are typical products of this new and young American generation; they have a certain amount of institutionalism in them if I can call it that. I think both of them are basically conservative in spite of anything that their platforms may say. And they may simply propose to fight it out on a question of which one can do the same thing better than the other - that's all.

MURROW: There was a time, at both conventions, when it seemed that they were arguing about who could go forth on a white charger and joust with Khrushchev and had the best chance of coming out best.

But, gentlemen, we've been talking about the importance of foreign policy in this campaign, and it seems to me that about a week ago Americans woke up to the menace of Chinese Communist infiltration of Latin America, because Red China signed

an agreement to buy 500,000 tone of sugar from Cuba every year for five years. Chinese Communists have been visiting Cuba. But in the past year, more than 60 delegations from Latin America have visited Red China. Guy Searls, our colleague, has been studying the background of this problem and here's his report fron Hong Kong. Let's listen to it.

SEARLS: Red China is pushing in to both Africa and Latin America with what it considers its most important export product, that is revolutionary technique. This does not mean necessarily that the Chinese Communists are calling for the traditional form of revolution, the mere replacing of one government with another. What they want is a revolution in orientation. An existing government is just as good as a new one for the time being at least if it is willing or able to reorient its policies for those of the so-called Socialist camp. The prime requirement in any case is a complete rejection of anything American.

The Red China thrust into Africa and Latin America has been going on for some time. Its effects, which are just beginning to be felt, will probably grow stronger. At least that is what the Chinese Communists plan. This was shown very strongly by the Peking reaction to their success in Cuba, where they signed their first government level trade pact with a Latin American nation. Instead of hailing the new trade pact as a victory, Red China described it as merely an opening wedge for the rest of Latin America. The Peking government is boasting that Latin America, which formerly was the backyard of the United States, is now the front line in the battle against United States imperialism.

Red China began its penetration into Latin America in what has become the classic Communist style. First, there was sympathetic propaganda for Latin American problems. Then in 1956, a Chinese opera troupe toured South America, spreading the Peking line and making political contacts along with the dancing and singing. The opera troupe was followed by other visiting cultural groups from

Communist China. And soon afterwards, a rash of delegations from Latin America were making pilgrimages to Peking. All of them are being propagandized with the evils of so-called American imperialism. All of them are being urged to break all ties with the United States in favor of closer relations with the Communist camp. (indistinct) of aid and favorable trade arrangements, such as that signed with Cuba, are being offered. And, incidentally, the Cuban trade agreement is not economically sound from the Communist Chinese point of view. But it gives the Reds what they more urgently want, a long-term political foothold in Cuba.

Now, back to Edward R. Murrow in New York.

MURROW: Well, Alex Kendrick and Blair Clark, we also have a report from Marvin Kalb in Moscow - and the quality of the signal was not quite usable so I'll read it:

He said "Yesterday was Congo Day in Russia, a new holiday proclaimed just a few weeks ago, to highlight Moscow's carefully circumscribed concern for the young African Republic. Protest meetings sparkled the propaganda landscape, warning the imperialists could have plunged into Katanga and absorbed this extraordinary natural wealth with total impunity. Now, though, they have to answer to Russia, a selfless, disinterested, generous friend of all unstable and underdeveloped nations. "After all," Moscow asks in a boastful tone, 'who is helping the Congo? - the imperialists? No. They want only profits, confusion and chaos. The Soviet Union is helping the Congo.' And Kalb goes on to quote the Russians as saying already four planeloads of condensed milk and sugar have arrived in Leopoldville and a few shiploads are on their way too. "This," Moscow concludes, "is generosity without parallel", never once mentioning that the United States has already shipped more than several hundred tons of food into the Congo. No matter, this was the theme of Congo Day in Russia and the holiday itself was symbolic of Moscow's entire attitude - it fell on a Saturday, a free day for many Russians and thus insured a larger audience for radio and television propaganda shows. These shows, reports Kalb, have two main aims:

First, to convince the Russian people that the Soviet Union has always been a sincere friend of Africa. These propaganda shows have another major purpose, to discredit the United States. This has been a special aim ever since the U-2 and the Paris failure.

Soviet propaganda has scornfully insulted President Eisenhower, threatened America's allies, and has warned about its overseas bases. Now, Soviet propaganda has added another notch. Whether the story tallies with reality doesn't seem to matter. The United States encouraged Belgium to suppress and loot the Congo so it could extract huge profits for itself. This twin theme - that is, Russia's generosity and America's imperialism - has swarmed through Soviet propaganda for the past two weeks. But with all the verbiage and threats and warnings, there hasn't been a single military commitment, and this is the key to Soviet behavior in the Congo. For the Russians do not want a war over Katanga and there is some doubt that they could sustain a military operation in the heart of Africa. As they're proud of admitting, they have no overseas bases, thus no means of sustaining an offensive outside the Eurasian land mass. In the meantime though, there'll be lots of yelping at us but no biting. Could all this somehow be tied in with American political campaign?,- Kalb asks. "It's possible but unlikely," he concludes. "The same motivations would have encouraged the Russians to adopt the same belligerent pose even if this were not an election year. Besides, Moscow is not really inspired by either Nixon or Kennedy. The Republican nominee has known for some time that he's left them cold. The Democratic nominee, they don't know very much about, but they don't trust him."

So the Russians tend to lump Nixon and Kennedy together, as the pawns of powerful monopolists who sit in smoky rooms deciding the fate of the American people for the next four years.

Well, that's the interpretation, gentlemen, of the conventions as seen from Moscow.

Thank you very much, Blair Clark and Alex Kendrick. This is Ed Murrow. We'll be back again at this time next week.

ANNOUNCER: You have been listening to BACKGROUND with Edward R. Murrow, a recorded presentation by CBS News.

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BACKGROUND
C.B.S. RADIO NETWORK

SUNDAY, JULY 10, 1960
12:05 - 12:30 P.M., E.D.T.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Tomorrow the Democratic Party, more than seven years out of power, will convene here in Los Angeles with high hopes and demonstrate again the strange, uncertain way in which a man is nominated for President.

In two weeks the Republicans will meet in Chicago under circumstances less uncertain but equally strange. All one can say for the convention system is that it works.

The Democrats are meeting in national convention for the 33rd time, which says something for the effectiveness of the system and the durability of people. They meet, as becomes Democrats, more pluribus than unum. Brief skirmishes already have been fought in the hotel corridors without fatality. Democrats quarrel best among themselves. Will Rogers said with some accuracy that a Democrat can be persuaded to shoot at a Republican only if he cannot find another Democrat to work on with a knife.

For a week the portraits of candidates have blossomed in public places. Posters everywhere proclaim: "Unite with Symington," "Win with Kennedy", "America wants Stevenson", and "All the way with LBJ". The first major candidate to arrive on the scene was Senator Johnson, who was greeted at the International Airport by a brass band. (Music)

The piece the band played was called "Leadership", they said, though the name on the sheet music was, "Everything Comes Up Roses." Senator Johnson.

JOHNSON: I came out here 26 years ago, following the old philosopher's advice - Horace Greeley, "Go West, young man", lookin' for a job. I found it. I got the job I wanted. Twenty-six years later I'm back out here again. (Laughter)

MURROW: Senator Johnson came by private aeroplane. Senator Symington arrived by commercial airliner. So did Kennedy and Stevenson. The sounds were much the

same: (Music) (Shouts - "We here welcome you" - Shouts).

MURROW: Senator Symington.

SYMINGTON: We're very grateful to all the people in Los Angeles and in California and all over the country who felt that it was possible for me to handle the most important job in the world. I don't want to keep.....

MURROW: Senator Kennedy.

KENNEDY: One of the candidates.... one of the candidates for the office of the Presidency said a couple of days ago that I didn't have as much gray hair as he does. Well, we put that gray hair in his head and we're gonna continue to do so. (Shouts)

MURROW: The Kennedy plane was two hours late. By the time the senator arrived, a thousand Stevenson rooters had assembled. Kennedy was still speaking when the Stevenson people set up a chant:

CHORUS: "All the way with Adlai" - "All the way with Adlai" - "All the way with Adlai" - (Shouts)

MURROW: Governor Stevenson.

STEVENSON: I never thought this convention was rigged but I'm beginning to wonder about this airline trip of mine. (Shouts) First, they dropped me in the middle of the Nevada Desert, the temperature of a hundred, and then they kept you waiting in the hot sun for two hours. You're the most heat-resistant people I've ever seen. (Laughter) I'm inclined to think out here they must want their eggheads hard-boiled. (Laughter)

MURROW: My colleague, Alexander Kendrick, is the heavy at this convention, assigned to features that are light. His skills as a reporter are unlimited. Alex, looking around today, in the feature department what did you see?

KENDRICK: Ed, the proceedings out here are not only political but also sporting and social. Thus, for the nomination derby the feature race of the five-day meeting opening here tomorrow, for 35-year-olds and up, bred in America - purse,

one hundred thousand a year added, winner eligible for the November White House Sweepstakes. The handicapper's comments on the entries runs something like this: John F. Kennedy - trained fast, one to beat; Adlai Stevenson - throw out last two; L.B. Johnson - one in Texas, up in class; S. Symington - goes for winning stable; Chester Bowles - comer, could be sleeper; R.B. Meyner - works out in New Jersey, fast; H.H. Humphrey - scratched.

In a town where ordinary society meets at home state picnics and high society gathers around somebody's swimming pool, the line between the social and the merely sociable is hard to draw. But the Democratic Party is apparently about to set a new party record here.

Right now, it's true, all the parties seem to be for Perle Mesta, but she is paying off on Tuesday with a tremendous drop-in luncheon, which luckily will not be at a swimming pool.

This afternoon, National Committee Chairman Butler is holding a swimming pool reception out in Beverley Hills, and tonight he is giving a black tie - hundred-dollar-a-plate dinner for delegates or even better, anybody with a hundred dollars.

This afternoon also the candidates are kicking off socially, with simultaneous Kennedy, Johnson and Symington receptions at the Biltmore. There will be no Stevenson reception - but while Adlai is dining out with friends, some of his followers expect to eat well at other candidates' buffets.

Among the other social doings this weekend are numerous birthday, christening, graduation, confirmation and wedding anniversary parties in the Kennedy family and the glamorous, devil-may-care reception by California's Governor Brown in the Museum of Science and Industry. Carmen G. DiSapio is solidly booked for breakfast all week. Various labor leaders are scheduled for cocktails at some of the most expensive establishments in the world. And convention wives are down for fashion shows, teas, luncheons, and revival meetings of all sorts - all at

swimming pools, of course. All these social functions will be launched and navigate on a sea of pink rosé. This is California's favorite or at least most advertised beverage and it is called pink rosé to distinguish it from red rosé and white rosé. This native wine, small but pretentious, also comes in dietary form, with the calories removed, and is used not only for drinking but in making fruit gelatine and for finger bowls. So, the social whirl has begun. If the pink rosé holds out it may not matter who gets nominated! Now, here is Ed Murrow again.

MURROW: Thank you, Alexander Kendrick, and I speak on behalf of four of your colleagues who are sitting about here in Los Angeles on the eve of the beginning of this Democratic Convention. You have brought us great enlightenment.

Four of my colleagues are here with me, and we're going to examine the present status of the candidacies,and I think we ought to start with Nancy Hanschman who is coverning the Johnson headquarters. How does it look to you, Nancy?

HANSCHMAN: Well, Ed, according to his supporters, Senator Johnson's chances rest on Governor Lawrence of Pennsylvania. They feel that if Governor Lawrence comes out and brings a lot of the Pennsylvania delegation with him for Kennedy, it will start a bandwagon psychology that will be almost impossible to stop, for Senator Johnson. Right now, the Johnson camp is playing a holding game. They feel if they can keep Senator Kennedy from winning on either the first or the second ballots, then they're going to be in very good standing. Of course, one of the essential things to remember about Senator Johnson's support is that it comes from the Congress. He and his top adviser, the House Speaker, Sam Rayburn, are masters at the art of legislative leadership. They know how to get votes in the Congress. But of course as you all know, a nominating convention is a very different place from the Congress. As majority leader, Lyndon Johnson has been a genius - he's acclaimed by both the Republicans and the Democrats. But the big question is, can he use that same ability out here in Los Angeles to get votes to nominate him?

MURROW: Paul Niven, how do things look from the Symington headquarters?

NIVEN: Ed, probably the most cheerful thought that can be occurring to Stu Symington today is that he is no darker a horse today than James M. Cox was on the eve of the 1920 convention, or John W. Davis in 1924. But even so, Cox and Davis didn't have any front-runner to contend with who had the commanding lead that Kennedy has. And even beyond Kennedy, from Symington's point of view, why, it's Johnson with four times as many delegates as he has, and Stevenson, who, while he has fewer delegates, has much more apparent popular support.

Symington's managers claim 150 delegates. Most independent surveys give him 100 or somewhat less. There's been some apparent falling off in his strength this weekend. The truth is that the Symington campaign has failed as Senator Humphrey's campaign did before. Symington's only hope is that lightning will strike. But there're no clouds in sight in the sky here today, not even much Los Angeles smog - the sky, in fact, is blue and clear, especially when viewed from Senator Kennedy's window in this hotel.

MURROW: Bill Downs, you've been covering the Stevenson headquarters.

DOWNS: Well, the Stevenson camp here, Ed, has two jobs: one is to convince the delegates that their man is a suitable Presidential candidate and the other is to convince Adlai Stevenson that he's a suitable Presidential candidate. Therefore you're getting the Stevenson people rolling out their rosé carpet and trying to give him the rosé-coloured outlook that he is a possibility. Mrs. Roosevelt is giving receptions; Governor Lehman is in there pitching. They've got about a million draft-Stevenson signatures on petitions from 45 states and if they can convince him to make some positive move, they are convinced that their man has a chance. Now Senator Mike Monroney of Oklahoma, who is the leader of this camp, says that Stevenson will have 77 votes on the first ballot, that that's enough of a beachhead to work on, to expand on....on it; then on the second ballot, and he's very roseate on this too, he says they're going to get an extra 60 from California and Pennsylvania to make 137 votes on the second ballot, after which Senator

Symington probably will have a go at it and then he'll get the big break in the big states and they'll eventually all end up behind Adlai Stevenson, they hope.

They hope also that the fact that the man has once been bitten by a Presidential bug, that it creates a very strange political disease - he never quite gets over it, and they say that Adlai Stevenson has been bitten twice.

MURROW: Blair Clark, I think it can be revealed, was at Harvard with Jack Kennedy. He hasn't been following ever since but he's been pursuing him here in Los Angeles. Jack! Or, Blair!

CLARK: (Laughter) I think I'd better use my own name, Ed, even though we were classmates. Well, you've left me to the last with the front-runner and that gives me a chance to say that,because Kennedy is now pretty close to a hairline from enough votes, on paper, to make it on Wednesday when he's nominated. Now, he himself and his supporters all agree that there're things in the strange chemistry of a political convention which could prevent the expected from happening. But I don't think many people around here, Ed, really think that the unexpected, namely, the stop-Kennedy thing will happen. There seems to have been a steady build of Kennedy strength from the very beginning. From his decision to enter the first primaries on through his negotiations with the leaders of the political organizations or machines, if you prefer, of the big city-states of the north and middle west, and right down to the actual convention city itself when, as you know, the first break in the South has occurred at the expense of Senator Johnson and in favor of Kennedy, namely, the North Carolina revelation on Saturday that there was strength for Kennedy in North Carolina. But Kennedy seems to have done about everything that you could do to actually capture the nomination. He's blocked the efforts to stop him that have occurred this last week; he's blocked the Truman "rigged convention" charge; he's handled pretty well, I think, the health charge brought up by Johnson supporters and even the revival of the favorite son bit where Meyner came back into the picture late this week - and I think it adds up to 50-to-75 votes

short of the final 761, and he's still moving, with the big states of California and Pennsylvania to go.

MURROW: Now, what is the background of this rather surprising showing of Kennedy? How did he get where he is? Nancy!

HANSCHMAN: Well, I should say that he has one of the best organizations that anybody has seen in years; it's smooth, it's well operated and the people are genuinely behind Senator Kennedy - they're for him, their heart and soul and everything they can give to it. And also, he started so early. That's one of the complaints of the Johnson people; they feel that Jack Kennedy got a very big headstart and it's going to be hard to catch up.

CLARK: Why shouldn't he start early, did they say Nancy?

HANSCHMAN: Well, they don't have any reason for this, they just say he's been out working and I presume they might wish they had been out working earlier themselves.

DOWNS: I think he started running for the President of the United States when he lost by about 22 votes the vice presidency to Estes Kefauver four years ago, and since that time he has been showing up at county fairs - a mayor calls up, he's in a little trouble in Nebraska, would he come out and make a speech? He goes out and he takes the trouble to go out and make that speech - this has been one of the real smart political operations of our time, I think.

NIVEN: I can only compare Kennedy with the candidate I've been following, Symington. I sat with Symington on an airport waiting room bench a couple of weeks ago, for more than two hours - Symington read a newspaper and he was unmobbed by the populace, uncourted by local politicians, in fact, nobody recognized him. That night we met Senator Kennedy, in Spokane, and Kennedy was mobbed everywhere he went by fawning teen-agers, matrons and the public at large. The difference seemed to be that one had magic and the other didn't.

CLARK: Well, Ed, you know one of the things they say about Kennedy, especially his opponents, of course, is that he's ruthless, tough, hard, that he'll take votes

wherever he can get them. But I must say I find that criticism a little hard to handle, because if you look back about six or eight months, the nomination of the Democratic party was there to be grabbed. Why should, for instance, Symington now say that he got going too early. Is there anything wrong with going out and putting it in Kennedy's polite language "meeting the people and asking for their support?"

DOWNS: Well, I think you have to understand Stevenson's position on this and everyone, I think, will agree - when you're a two-time loser you can't really come up and say, "I'm going to run again."

MURROW: You tend to become discouraged.

DOWNS: Yes. Well, and he also says that he had no squatter's rights on the nomination and that maybe the party should try with somebody else.

MURROW: Do any of you see any real possibility of Kennedy being stopped?

DOWNS: Yes.

NIVEN: No.

HANSCHMAN: Well, I would say this, that the top adviser to Lyndon Johnson is House Speaker Sam Rayburn and as he pointed out the other day, he has himself won 52 elections, and he's a pro, and I've talked to a lot of people who feel that they've seen too many of the magic maneuvers of Johnson to count him out.

CLARK: I must say, Ed, I don't see a stop-Kennedy possibility, but we've got to remember that pretty sure things have been stopped in the past. I'm wondering now and I'm ashamed to admit that I don't actually know whether or not Kennedy and his people may not be putting on the brakes so that they can stage, if you want, the timing of the final bits of support that will put him over the top. In my judgment, they could probably do it today, say. But they're holding off a bit. I don't see the outlines of a stop-Kennedy movement.

DOWNS: There's a possibility, a very good possibility, that they've reached their peak too early - they may be forced to shoot the works on the first ballot. If they fail on the first ballot, I think they've lost it. If they hold off and

and can build up, say, on the second ballot they've got a good chance. But when they're really putting on the pressure now - this weekend and up until Wednesday, you watch and see the delegates don't like to be pressured too much..."let's have a little fun at this convention," I think it's quite possible he can be stopped.

NIVEN: This is unfair a little bit to take advantage of an absent colleague, but our colleague, Eric Sevareid, wrote in a preface to a book about a year ago that if Kennedy could go into this convention with 300 votes, he would get the nomination; he's going in with 600 and probably 700.

DOWNS: Well, he's not infallible, even though he's a CBS correspondent.(laughter)

HANSCHMAN: Ed, if I could just bringup this point of why Senator Johnson didn't get into the race any sooner - he has said all along, as all of you know, that he didn't feel it was his proper role to get out into the primaries, he felt he had to stay in Washington, as he said, and mind the store. And even Senator Kennedy, who challenged everybody else to come into the primary, said it would be probably better for Johnson maybe to stay in Washington. And of course Senator Johnson was out campaigning, he was making campaign trips, but that's the reason that he gave for that.

DOWNS: Well, also, let's face it, if you oversell anyway in a political campaign - and I'm not so sure that the Kennedys have over 600 votes -

HANSCHMAN: Well, that's what the Johnson people are saying - they say that the Kennedy people have used the hard sell, they pressured delegates into being for Kennedy and they think that now essentially any uncommitted delegate is really an anti-Kennedy delegate, because they tried every possible move to get support.

MURROW: Well, it can certainly be said with safety that we should pity any poor uncommitted delegate in the course of the next three days here. Blair!

CLARK: I was going to say the one other mark of the confidence of the Kennedy camp is that, as I understand it, they're pretty flexible on this question of the handling of the rules, that is should there be switches after the first state

ballots. The hope of the stop-Kennedy forces rest on having that somehow handled in a way that there can't be a stampede on the first ballot. The Kennedy people are willing to go along with - or they say that they're not too enthusiastic about it, they're willing to go along with a complete tabulation of the first ballot and go on to the other ballots.

MURROW: Isn't Leroy Collins planning a move in that direction. Nancy?

HANSCHMAN: Well, he has said that he will announce immediately before the first ballot exactly what his procedures will be. He said he would stick by precedent, that is he will allow switch votes on the first ballot before the conclusion of a final roll call.

MURROW: But, he may call starting at the top of the alphabet or the bottom, isn't that right?

HANSCHMAN: That's right, he hasn't revealed his plan, he's keeping it as a secret because until the last minutes so that there won't be maneuvers.

DOWNS: But that...its..necessarily going to be a secret of the Rules Committee giving directives, will it?

HANSCHMAN: That's right, but as of now nobody expects really for the Rules Committee to give him directives. The chairman of that committee said the other day he didn't expect it to happen.

CLARK: There could, of course, be a floor fight on rules but it's not expected.

MURROW: Well, then I gather you all agree that as of the day-before-the-opening of the convention it looks like Kennedy but something could happen?

CLARK: That's about it.

MURROW: In any event, starting tomorrow the delegates and alternates, in the Sports Arena, will be rather like travelers in some huge flag-bedecked space ship, cut off from the rest of the planet. Word of course may seep in of riots in Italy or trouble in Cuba or another speech by Khrushchev, but their attention will be centered on nominating theman they think most likely to win. Whole blocs of votes

may be bought or traded like poker chips by the promise of future favors. A platform or statement of principle will be adopted which in no sense will be binding on the party or the candidates. The demonstrations will resemble some ancient political folk dance. There is more noise and less logic in our method of selecting a Presidential candidate than in any other country. The pre-convention campaigning consists of slogans and symbols and a patchwork of primaries which would cause lawyers to weep and philosophers to laugh. A political convention is in fact an amazing spectacle and the most amazing thing about it is that it works; that a collective judgment is somehow finally reached and that the country gets governed. The system has worked longer and with less change than that in any other country. It lacks flexibility, at times appears utterly irresponsible. It places a frightful physical strain upon the candidates and it deters many able men from seeking public office. But it has worked. We're stuck with it. For in our political folkways we are allergic to change. This method of counting heads, particularly when many of the heads serve only as counters, may not be the best way of selecting a candidate, but at least it's better than breaking them and no one has yet devised and demonstrated a better method.

We'll be back at this same time next week.

ANNOUNCER: You have been listening to BACKGROUND, with Edward R. Murrow - a recorded presentation by CBS News.

BACKGROUND
C.B.S. RADIO NETWORK

SUNDAY, JULY 3, 1960
12:05 - 12:30 P.M., E.D.T.

MURROW: This is Ed Murrow. The name of the program is BACKGROUND. Tomorrow this country founded with faith, hope and fortitude, a country that was hope and promise and dreams, will be 184 years old. Ours is the only country in the world with a birth certificate. We have the form of government given us by our founders. The governments of Britain, France, Russia, China and the rest are outgrowths, either by evolution or revolution, of the governments that went before. The structure of our government has changed less than that of any other country. We were born free. We remain free and in pursuit of a dream. Jefferson identified the meaning of the dream when he swore eternal enmity to any tryanny over the mind of man.

Today we live in a world we didn't make, in a world we tried to reject. Our leadership was thrust upon us. Twice in less than 30 years the new world has come to the rescue of the old. After the late World War we followed a policy of generosity to former friend and foe alike that is without precedent. We sought no territory, no commercial concessions. We sought to ensure the peace, and we gave of our treasure without stint. There was nothing sordid about our policy. But has it worked? How do we look to the rest of the world? What is our image abroad?

This is not an idle question, for the Declaration of Independence speaks of "a decent respect for the opinions of mankind." Today a group of experienced reporters will examine the question, "How do we look from the outside? How do others see us?"

We start with Alexander Kendrick in London.

KENDRICK: British reflexes are both sensitive and swift, and if it had been a British Prime Minister instead of an American President who had endured the U-2 spy plane incident and the humiliation of being deinvited to Tokyo under mob

pressure, it is probable that the Prime Minister would have by now been compelled to go to the country in new elections; whether returned again or not, and the chances are that he would be, at least his leadership would have been confirmed or rejected by the people. This is what worries the British about American leadership. It is to them clearly in doubt and has been for some time, but there is no way of confirming or rejecting it even by the forthcoming American election. For the British set no great store by our elections, which seem to them seldom to provide a clear mandate. And, though they appreciate the human feeling and sympathy evoked by the misfortune of a popular President and his administration, they regard it as obstructing a critical evaluation of errors made.

The British have been acutely distressed by successive blows to American prestige in the unseating or shaking of unpopular regimes supported by us. It is especially bad for the British of all America's allies to feel after having launched their own world leadership and confided their security to the United States that American leadership is also being dissipated. This encourages the neutralist, anti-NATO, ban the bomb, and unilateral disarmament forces here.

The British feel they have a special relationship with the United States. It is, in fact, the cornerstone of their foreign policy. This is the only country which shares to some degree in American nuclear advantages, and it has recently abandoned its own principal nuclear deterrent, the Blue Streak Missile, in favor of joint development of the American Skybolt. The British would not have done this, of course, if not compelled by practical reasons such as cost, but the fact is they have done so, and their ultimate security now depends on effective collaboration with the United States.

Though they try sometimes to distinguish between the United States government and the United States administration, this is difficult because of the peculiar nature of the Presidency. Personal leadership of the American nation is

so bound up with the nation's leadership in the world that despite their high personal regard for Mr. Eisenhower, and Ike is very popular and much admired in this country, the British have reluctantly come to the conclusion that the Eisenhower administration has been a failure in the leadership of the West because of indecisiveness, vagueness, refusal to recognize political realities such as the existence of Red China, lack of coordination at high levels, and above all, lack of clear objectives. Eisenhower is now referred to here as the Stanley Baldwin of America. It's as bad as that.

The British will stick with us, in fact, some here say they are stuck with us, because there is really no alternative, but they've become tired of unity forged merely under Soviet duress, and would like a Western unity based on strong leadership, coordinated purpose and bold initiative. They still believe that effective American leadership is the best hope of mankind, but, for the moment, they've sort of given up expecting any.

MURROW: Six weeks have passed since the breakup of the Summit Conference that never began. It seems longer than that. Khrushchev killed the conference with the U-2. Here is the report of David Schoenbrun whose base of operations is Paris, scene of the crime.

SCHOENBRUN: How the United States looks as seen from Europe depends, of course, on just who is doing the looking. For example, as seen through the worldly wise eyes of Roman sophistocates with the inherited memory pattern of 2,000 years of history, America looks very young, foolishly naive, terribly earnest in the puritan manner, but still immensely powerful and rich. The Romans, indeed, were more amused than upset by the U-2 incident. No Roman could ever truly comprehend America's cherry tree complex, because little George Washington with his hatchet has no counterpart in Roman folk lore. People whose legendary forefathers were suckled by a she-wolf don't go around confessing that they have chopped down cherry trees. The Italian press and radio, Italian diplomats here in Paris at NATO

headquarters generally express regrets at what one might call our "open spies" policy, but they were quick to note that it was also proof of our military strength and daring. So, on balance, we look stronger, if somewhat clumsier than our friends had thought. The French have been criticized by us so severely in the past that they cannot resist a slight feeling of satisfaction that their moralizing and sometimes pretentious allies are no longer talking quite so loudly or so often about American know-how. But this somewhat smug and superficial I-told-you-so attitude prevalent here in Paris covers a more profound disquiet about American leadership. Like the quality of mercy, the quality of leadership should not be strained, and when it is, people sleep uneasily.

Few people here in Europe have slept easily these past weeks and they're not likely to relax in the weeks and months ahead, for Europeans are keenly aware of the fact that America is about to turn in upon itself during the election campaign, and no-one knows just when and how America will unwind and turn out to face the world again. But there is also the morale bolstering knowledge that America has great resilience and enormous resources. No-one over the age of 40 here in Europe, and that means the entire ruling class, will ever forget America's quick jump from isolationism to internationalism, from unpreparedness to the greatest power on earth in the 1940's, and more than one European remembers the mistakes of men who discounted the United States.

MURROW: A brave man not easily deceived once told this reporter that there are riots which are merely riots, but there are other riots, such as those erupting seven years ago at East Berlin, which are tides. In Japan today one detects the tide. For a report on our image in the Far East here is Peter Kalischer based in Tokyo.

KALISCHER: The theme of the Japanese drama "Rashomon" is to show the audience different versions of what happened through the eyes of the principal characters. But then the truth is revealed by an innocent bystander. At the moment the United

States, the Communist world, Japan and supporting players in the Far East, are playing "Rashomon" with the events of the past six weeks. President Eisenhower, one of the principals, reports that the ratification of the U.S.-Japan Security Treaty is a victory that outweighs the forced cancellation of his Japan visit by what he calls "Communist-led mobs." Communist China sees the picture in reverse - keeping the President away was a major triumph in the fight to drive American imperialism out of Asia.

Japan itself is speaking in many voices, ashamed, defiant, apologetic, but terribly anxious to be understood. Unfortunately, the pro-American cheers of millions in the Philippines, Formosa and South Korea weigh less in the unsentimental balance of power than the snake dancing hundred thousands in Tokyo or the unfriendly hundreds in Okinawa.

Industrial Japan with 93,000,000 people is a 15-year, six-billion-dollar experiment in changing an enemy into an ally. Did it fail? In the opinion of this innocent bystander the answer is yes, if we mean military ally. If we mean something less than that, a neutral-minded nation friendly to the West, the answer is still in the making.

Prime Minister Kishi, who is paying for the security pact with his political life, honestly believes an alliance with America is Japan's best security, economic as well as military. It has been so far. But, saying so boldly is politically unwise in Japan where defeat and the actual experience of atomic war has made pacifists of millions, where the political Left plays on the latent fear that American bases will involve Japan in a non-Japanese war. The impact of the U-2 incident, the collapse of the Summit, the President's disinvitation to Moscow, the specific Russian threat to retaliate against Japan where there were three U-2s, all coming within a matter of days, crystallized that fear into demonstrations.

A new government, new elections, a probably reduced conservative

majority, will not stop Japan's slide toward neutralism. Treaty or no treaty, the bases will diminish in military value amidst a population that resents them. But they will remain an evergreen issue around which Communists can rally non-Communists. The next question is one put to me by a Yankee-go-home demonstrator who paused to ask, "Must friendly relations between the United States and Japan depend on military bases?"

MURROW: In its relationship with the emerging peoples of Africa, America stands at the crossroads. The fourth African state to achieve independence this year is the Republic of Congo. How do we look to the Congolese, to the rest of Africa? Here is Winston Burdett speaking from Leopoldville, capital of the new republic.

BURDETT: The image which the people of the new Africa have of the United States is misty and indistinct, but nonetheless friendly, and above all hopeful. At least this is true here in the Congo, the young giant of African nations which became independent this week. The Congolese whom I have talked to here from politicians to taxi drivers think of us by and large as a young and energetic people who are sympathetic toward them and their national goals. There is a definite reserve of good will here. The Congolese seem remarkably unaffected and untouched by the prejudices which the Cold War has instilled in many of the world's colonial or excolonial peoples. They do not lump the United States with the colonial powers of Europe. They do not blame us for the mistakes of their former masters, the Belgians. They do not regard us with suspicion. They regard us with hope.

Above all they look to us expectantly for help in fulfilling two of their enormous needs, their immediate need for technical assistance and their long-term need for education, or help in training the personnel of government and industry. The Congolese do not think of America as the leader of the West in a great world conflict between two powerful blocs. They are completely indifferent

to our role as a great power. The conflict between East and West, the disputes of the Cold War seem utterly irrelevant to them.

What concerns them is something else, the intense emotional and political experience which goes under the name of Pan African Nationalism. This absorbs them entirely.

The nationalism which makes the Africans indifferent to the Cold War makes them indifferent to communism also. For nationalism has its own emotions, its own demands and its own objectives, and they all act as a kind of shield against communist influence and communist ideology. The widely advertised Russian program of aid to Guinea which enjoys the services of a thousand Soviet technicians and has received a Soviet loan of nearly $100,000,000, this program has proved a tactical error in the field of propaganda. It has seemed almost excessive to many Congolese. It has made them wonder what are the Russians up to.

Undoubtedly the Russians already have a Congo aid program fully mapped out just as we do. The Congo is ill prepared for independence. It will need all the technical help it can get to build up the cadres capable of running a government and a nation. Inevitably with independence it will be wide open for the first time to the pressures and the propaganda of the Cold War. But at least the Russians will enjoy no special psychological advantage here. We will enjoy a large reserve of good will. Whether in the long run this good will can carry weight in political terms and make a real difference remains to be seen.

MURROW: Latin America has an area of 8,600,000 square miles and a population approaching 200,000,000, and it has taken one man with a shrill voice and a beard to make most of us aware of this presence. Richard Kallsen reports from Havana.

KALLSEN: United States leadership in Latin America is at stake today as it seldom has been. The focal point is Cuba. What we do here, how we do it, can determine our future as the hemisphere's leader for many years to come.

The possibility of being neutral has shrunk almost to the vanishing

point. A young Cuban who dipped into the family fortune to help bring Castro to power put it this way: He said that now you must be very much pro-United States or very much anti. As a result of the leftward swing in Cuba, the thinking Latin-American feels increasingly that he must take his stand, and this presents the United States with a dilemma, what to do about Cuba and still keep or win the respect of Latin America. "Every day," a young Cuban says, "my mother gets up and wishes that the United States Marines would land." This is precisely the tragedy. From the standpoint of the United States, military intervention in Cuba or anywhere in Latin America would seem to be unthinkable, but it is our friends, especially the Cubans who oppose Castro, who are trying to push us into situations that might lead to intervention. However wrong it may be, they taunt us with the image of an Uncle Sam who doesn't care what you are so long as you are anti-Communist.

The trouble in Latin America is that the image of us has not kept up with the reality. A business man in Chile tells you that he can do business with the United States now because the concept of 50-50 has been accepted. But many young Latin Americans still consider the United States an imperialist power. They have an image of the United States that is not far different from that held by their parents 30 years ago. A young Cuban who likes us said the other night that North Americans are fools. "You offend the people who like you," he said, "by bringing the henchmen of dictators before Congress. You are childish. You are always making mistakes, and you are always contradicting each other. You are ignorant about Latin America. You have a superiority complex." Now remember, that was said by a friendly Latin American. Add to this the image that Castro and his propagandists are spreading - "The American Eagle is a lice-ridden bird, they say, who is losing his tail feathers. The United States is a country that is governed by a weak old man. Castro's revolution," they say, "is the bandwagon of the future, the way to get dignity and independence and the good things of life."

With the help of the Communists the Castro image of the United States is being drawn in blacker ink every day, and it will take all the resources of American leadership to counteract this. We must show Latin Americans that we are as concerned about them as we are about the rest of the world. We must be generous, as we were in the earthquake disaster in Chile. We must be more willing to help on Latin American terms, more willing to act without demanding public commitments that offend Latin American pride and dignity.

MURROW: This reporter has spent most of the past year looking at his own country from the outside, wandering about the world, and would offer a few personal observations.

Vast areas of the world, including much of western Europe, would like to contract out of the current power struggle between the United States and the Soviet Union. They reason this way: If these two great giants decide to destroy each other at extreme range we too may perish, but not earlier than if we tie ourselves to the tail of this rather erratic American kite. Western Europe is relatively prosperous and would like to remain that way, and is unwilling to make major sacrifice in preparing its own defense. For the time being, the West Europeans have no alternative but to maintain solidarity with the United States. Official statements of agreement and common purpose abound and will continue but there is discernable and not far beneath the surface the desire to become a spectator. Bellicose statements by American generals and admirals may impress the Russians. They certainly depress and at timesfrighten our allies. We should t alk more quietly about our big stick which doesn't appear to be as big as it did a few years ago. In the so-called backward or emerging countries we encounter a special problem. We appear to expect them either to imitate us or to obey. They are going to do neither, and no amount of economic aid will change that.

They can't imitate us because ours is to a large extent a society built upon business, and they don't have any businessmen. Moreover, they're not

terribly attracted by consumer goods which rapidly become obsolete. There is here not a competition for men's minds, but for their bellies, or, if you prefer a more elegant word, the competition is in the area of expectancy. Below a certain caloric intake the words we cherish, freedom, independence, human dignity, the right of dissent, are quite simply without meaning. We ought to draw the obvious conclusion from the fact that nations to which we acted as midwife and fairy godmother have decided that our way is not their way. We cannot expect gratitude for our generosity. We should give over the idea that anyone who criticizes our country or its policies is automatically a Communist.

As viewed from the outside we are running a luxury establishment. True, we have given money, but it has come from our fat, not our muscle. There is a widespread suspicion that in our country things are in the saddle and ride mankind, and that we have lost our appetite for change. We in this country can't be deposed and we are unlikely to resign from the position of leadership that has been thrust upon us. Since the late war we have saved Western Europe from going Communist. We have learned for the first time the irritation that comes from having allies. We have learned that although we are the paymaster for new nations, they will not imitate us. But we have forgotten that we, and not the Russians, hold the patent rights on revolution, forgotten that those who strive to be free deserve our aid and assistance, even though they be not public or proclaimed friends of ours. Our power, our wisdom, our generosity cannot be limited to those who agree in advance that they will slavishly imitate us.

Right now, I would doubt that the American dream or the American economy is in a sellers market. We are increasingly being examined by those newly come to freedom and by those who will arrive there tomorrow. They're disposed to measure us and our system, not by what we have done, but by what they may do under the pressure of exploding population and limited resources. They do not have a continent to despoil and lay waste as we did. They cannot expect

labor and dreams and hopes to come from the outside. They have not the time for national allegiance to grow.

After a year of wandering about the world this reporter would suggest that on our national birthday we remember that we are only 184 years old. In the saga of nations, that brings us to the edge of maturity. We are young, but we are not bold. We are troubled about our neighbors on this shrinking planet. We can no longer give the old excuse of our youth for our indecision. My own feeling is that what we do in this country in the field of human freedom, expanding educational opportunities, the right to dissent without being accused of disloyalty, the right of the citizen to question the rightness of his rulers, is now being conducted in full light of the mass media. Our best hope of survival, to say nothing of leadership, is that we in this country can demonstrate in action and in terms of our friends and those who are searching for new allegiances, that righteousness exalteth a nation. Our example may be more important than our dollars.

This is Ed Murrow. We shall be back next week.

ANNOUNCER: Mr. Murrow has asked us to say that a more extended view of our country from the outside will be found in a small book by D. W. Brogan titled, "America in the Modern World."

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Or any kindness that I can show
To any human being
Let me do it now. Let me
Not defer it or neglect it for
I shall not pass this way again."

Feb 8/61

CBS Radio Mr Edward Marrow
Newark

Dear Mr Edward Marrow
Many thanks for sending recap,
Sunday Jan 22/61 "Background"
I do understand that your
addresses are every Sunday 12:35 to 1 PM.
I would appreciate, you put me
on mail list for Background. I
go out town quite often
in advance. Thanks

Yours truly
E E I Martin

1435 GUN HILL RD.
BRONX 69, N.Y.
FEB. 7, 1961.

Dear Sirs,

Please send me a copy of the "Backgrounds" script of Sunday January 22, 1961.

Thank you

Very truly yours,
Vincent A. Marchiselli

2/13/60

NEW YORK, N.Y.
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THIS SIDE OF CARD FOR ADDRESS

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New York City, N.Y.

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ATTORNEY AT LAW

253 WEST SEVENTH STREET
SAN PEDRO, CALIFORNIA

TERMINAL 2-1121

February 2, 1961

Mr. Edward R. Murrow
CBS News
New York City N. Y.

Dear Mr. Murrow:

I would deeply appreciate your "BACKGROUND" sending me a copy of the script and program of Years of Crisis as broadcast over the CBS Television Network on Thursday December 29, 1960.

Kindly send it to my home address rather than my office which is as follows:

John N. Parker
Attorney at Law
2187 E. 21st Street
Long Beach, Calif.

I thoroughly enjoyed the program, and wish to extend my thanks to you and the distinguished CBS News Correspondents.

Thanking you I remain:

Sincerely yours
John N. Parker
John N. Parker

out 2/13/60

SIR: 30 January 1961

Please send me a transcript of your "Background" broadcast on Sunday, 29 January 1961

Sincerely,

James C. Randall

James C. Randall
52 Redwood Court
Vermillion, South Dakota

VERMILLION, S. DAK.
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THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

January 29, 1961

Gentlemen:

Send copy of news commentary on N.Y. as given on Background Sunday, January 29 on E. R. Murrow's program, heard in L.A. at noon.

Sincerely

Mr. Peter A. Tosa
4455 E. 18th Street
Tucson, Arizona

Ans 2/13/60 - Tm.

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LLOYD L. CULLIMORE, M. D.
MAYOR

January 28, 1961

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P. O. BOX 51

KSL
145 Social Hall Avenue
Salt Lake City, Utah

Gentlemen:

I enjoyed very much Ed Morrow's program Sunday, January 22, 1961 at 11:35 . Please send me a copy, or let me know where I can obtain one.

Sincerely yours,

Lloyd L. Cullimore

Lloyd L. Cullimore, M.D.
Mayor

LLC/rwj

Founded 5/13/60

HALL
OX 512

C.B.S. News -
"Background"
I would appreciate
a copy of your
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(12:30 EST) if copies
are available.
Please advise if not.
Thank You.

Mrs Judith F. Rye
P.O. Box 801
B.F. Station
Washington 4, D.C.

ack
1/26/60

P.O. Box 801
Wash. 4, D.C.

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"Background"
Edward R. Murrow
CBS
New York City

MAM

January 20, 1961

Arthur Hayes, President
Columbia Broadcasting Co.
485 Madison Avenue
New York, New York

Dear Mr. Hayes:

We would sincerely appreciate your sending us a copy of Edward R. Murrow's comments of Sunday January 15, 1961 heard over Station KTRH in Houston, Texas.

Yours very truly,

J. W. Glasscock
1507 Indiana
Houston 6, Texas

JWG/mg
Encl.

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Any good, therefore, that I
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To any human being
Let me do it now. Let me
Not defer it or neglect it for
shall not pass this way again."

49 E 52 Street Jan 23/6

MC BS.

New Left

Dear Sirs Will be kind enough to
Send me Copy of Mr Morrow Radio Ta
on Sunday Jan 22/61 about conditions in
England & China Thanks in advance

Yr
E E I Martin

Ad 1/26/60

ALL QUOTATIONS AND DELIVERIES ARE SUBJECT TO CONFIRMATION

1961

January 22

"Backgrounds"

Ed Murrow:

I should love to have copy of your talk today. Is it possible? I should like to have opportunity to study & absorb it.

[Mrs] Mercy H Bailey
9 Jordan Ave.
Brunswick
Maine

Ent 1/26/60

2113 W. Linden Ave.
Nashville 12, Tenn.
18 January 1961

Columbia Broadcasting System
485 Madison Ave.
New York 22, N.Y.

Gentlemen:

Please furnish a transcript of broadcast over Nashville, Tenn. station WLAC beginning at 5:15 PM. on Sunday 15 January 1961 by Edward R. Murrow.

An addressed, stamped envelope is enclosed.

Very truly yours,

Herbert H. Ehlers

Herbert H. Ehlers

Ret 1/24/60.

52 Redwood Court
Vermillion, South Dakota
18 January 1961

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Sir:

Please send me a transcript of your "Background" broadcast on Sunday, 22 January 1961.

Sincerely,

James C. Randall

James C. Randall

ant 1/26/60

Clinton Rd #1
New York
January 16 - 1961

Edward R Murrow,
Background C.B.S.
485 Madison Ave
New York New York

Dear Sir:

Sunday evening, January 15. 1961 about 7:45 you read an open letter to President Elect Kennedy from some newspaper editor from the Middlewest on your program "Background".

I missed the first part of the program. Would you please send me a copy of the letter. I would like to see all that the editor said to Mr Kennedy.

Thank you
Gilbert C Flock

Ret 1/26/60 —

2521 Florentina
Alhambra, Calif
Decemember 27, 1960

COLUMBIA BROADCASTING SYSTEM INC
CBS Radio News Bureau
6121 Sunset
Los Angeles, Calif.

Dear Gentlemen:

If it is possible Iewould like to have a copy of Edgar R. Murrow's news commentary which he gave on December 25, 1960 at 12:00 noon.

Thank you.

Sincerely,
Miss Rachel Hoos

Rec'd Dec 29

Sunday Jan 15

Mr. [illegible]

Your Sunday talk on Wed. was as usual outstanding. Being a regular listener I don't [illegible] all of it which I wish I could do.

Would it be possible to send a copy of same to Mrs. Jas Slattery
9 Braemore Road
Brighton 35 Mass. Jul. 18

ALIENS MUST REPORT CHANGE OF ADDRESS

BOSTON, 1
JAN 16
330 PM
1961
MASS.

ALIENS MUST REPORT
THEIR ADDRES
DURING JANU

THIS SIDE OF CARD IS FOR ADDRESS

Mr Ed Murrow
WEEI Radio Station
Boston mass

January 15, 1961.

CBS Radio,
News Department,
New York.

Gentlemen:

Would it be possible for you to let me know how to obtain a copy of the "Open Letter to President-elect John F. Kennedy" read by Edward R. Murrow on his Sunday Radio Program.

Thank you very much.

Sincerely,
W. B. Kaneche.

bwl 1/18/60

52 Redwood Court
Vermillion, South Dakota
13 January 1961

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Sir:

Please send me a transcript of your BACKGROUND broadcast on Sunday, 15 January 1961.

Sincerely,

James C. Randall

James C. Randall

rec'd 1/18/60

Ifromm
3511 Putnam Pl.
Bronx 67, N. Y.
January 7, 1961

Mr Edward R. Murrow, News-Analyst,
C. B. S. Network, 485 Madison Ave. N. Y. C.
Dear Mr Murrow.

I am taking this opportunity to request the following back transcripts of "Background": U. N. Anniversary Program October 16, 1960 12 copies & Year of Crisis, January 1, 1961, 25 copies if available. I find your program educational & enlightening. Wishing you continued success in your endeavor to bring the facts to innumerable listeners.

Sincerely yours,
I. Fromm

ack 1/9/60.

52 Redwood Court
Vermillion, South Dakota
6 January 1961

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Sir:

Please send me a copy of your BACKGROUND broadcast of 8 January 1961.

Sincerely,

James C. Randall

James C. Randall

I have placed you on our permanent

Curt

out 1/6/60

1328 Bay View Place
Berkeley 8 - Calif
Jan. 13 - 1961

KCBS -

Gentlemen - Will you kindly send me a copy of Mr. Murro's last program on "Background" on which the KCBS world reporters gave their analysis of events in 1960? I was so grateful for it and would like to study it and pass it on to others. Sincerely, Mrs. M. L. Herrington.

BERKELEY
JAN 3
4 30PM
1961

THIS SIDE OF CARD IS FOR ADDRESS

FIGHT
INFANTILE PARALYSIS
JOIN MARCH OF DIMES

U.S. POSTAGE 3¢
LIBERTY

KCBS.
San Francisco
California

WARREN LEONARD
216 8th Street, S. E.
Washington 3, D. C.
LIncoln 3-8614

12/28/60

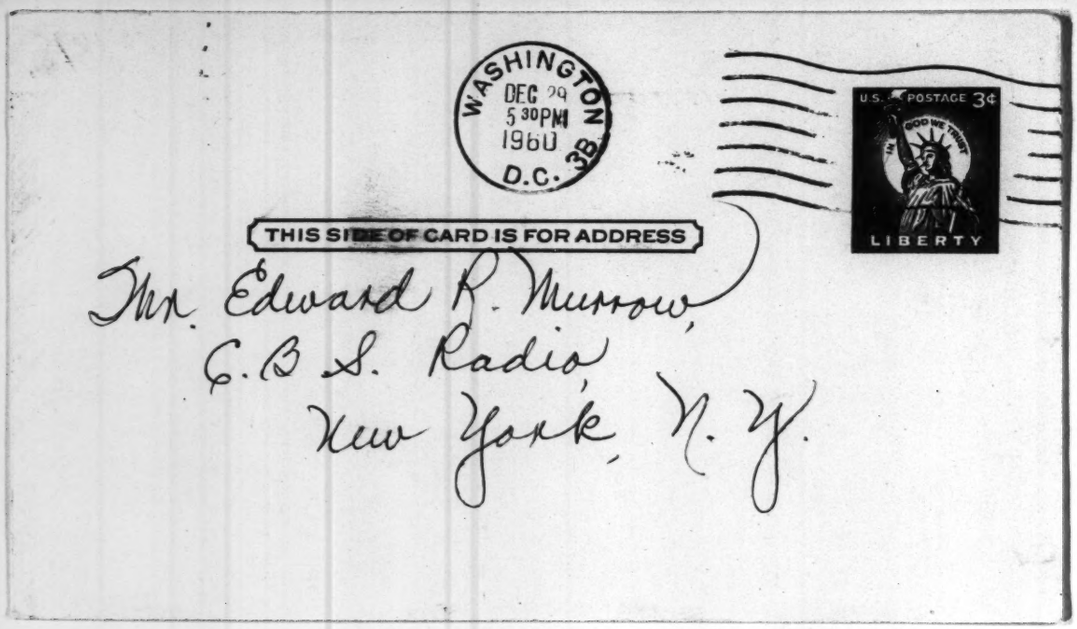
Dear Mr. Murrow

If possible would like to have copy of your talk of December 26th - 1960

Thank You

Warren Leonard

aul 1/6-/60


WASHINGTON
DEC 29
5 30PM
1960
D.C.
3B
U.S. POSTAGE 3¢
IN GOD WE TRUST
LIBERTY
THIS SIDE OF CARD IS FOR ADDRESS
Mr. Edward R. Murrow,
C.B.S. Radio,
New York, N.Y.

Miss Katharine Hall
Scotch Pine Lane
Westport Point, Mass.

I wonder if it would be possible to get a copy of Ed Munro's wonderful Bach-grand given on Christmas Day. I would be glad to pay for a copy.

Thank you

Katharine Stanley Hall

27 December 1960

forwarded 1/6 — m.

Fred Altschul
18 WOODCREST ROAD
GREAT NECK, N. Y.

Dec. 25. 1960

Mr. Edward R. Murrow
c/o W.C.B.S. Radio
485 Madison Ave.
New York City.

Dear Mr. Murrow,

I was greatly impressed by your Radio broadcast of today at 12 35 P.M. and wonder if it would be possible for me to obtain a copy of this broadcast.

Thanking you in advance for your kind cooperation, I am

very sincerely yours

Fred Altschul

Rec'd Dec. 29

Dec. 19/1960

Dear Mr. Murrow -
We listened to your program "Follow up" on Sunday, and enjoyed it very much. Could we have a copy of the performance? Please.
Thank you -

Elinor Janssen
Hotel Seville
29th + Madison
NYC

forwarded 12/23/60

December 12, 1960

Mr. R. Provancal
5600 South Franisco Ave.
Chicago 29, Ill.

Dear Sirs:

At 9:00 P.M. Dec. 12, 1960, the WBBM Air Theater presented, "Background", a presentation of CBS News, with Ed Marrow.

The subjects discussed, such as the "Symington Plan" are along the same fields I am studing.

I would like to know if it would be at all possible for me to get a copy of the broadcast from 9:00 to 9:30PM.

I would appreciate this very much, for it would be a great help to me in my studies,

Thank you,

Richard Provancal

Richard Provancal

12/15/60

MARINE MIDLAND
TRUST COMPANY
of Southern New York

MERLE D. THOMPSON
CHAIRMAN OF EXECUTIVE COMMITTEE

150 LAKE STREET
ELMIRA, NEW YORK

December 9, 1960

Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Gentlemen:

In a broadcast by Edward Murrow at 12:45 p.m. on Sunday, December 4, he quoted a phrase from Mark Twain.

I would appreciate it very much if you can give me a transcript of the sentence in which he used the phrase.

Yours very truly,

M. D. Thompson

M. D. Thompson

MDT:S

rec'd 12/14/60

Dear Mr. Murrow:

Please send me a copy of your "BACKGROUND" radio program for Sunday, November 27, 1960. I listen to your program on KNX-Los Angeles.

Thank you.

Sincerely yours,

E. Franck Lee

E. Franck Lee
3708 Bluff Place
San Pedro, California

Forwarded 12/1-

SAN PEDRO
NOV 28
3 PM
2 1960
CALIF.

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, N. Y.

1313 Potomac St. N.W., #3
Washington 7, D.C.
30 November 1960

Ed Murrow Show
Columbia Broadcasting System
485 Madison Avenue
NEW YORK 22, N.Y.

Dear Sirs:

I would appreciate receiving a copy of the Ed Murrow broadcast given last Sunday, November 27th, on the radio.

Your attention to this matter is very much appreciated.

Yours truly

B Peirson

(Miss) B. Peirson

forwarded 12/1/60

November 30, 1960

Dear Miss Argyle:

I have been meaning to write and let you know the reason you did not receive the October 23rd BACKGROUND script.

Dur to the unusual manner in which the show was put together, no reprints were made of the"Trial by Crisis" presentation.

Mr. Murrow, however, has asked me to express his appreciation for your interest, and for taking the time to write.

Very truly yours,

Secretary to Mr. Murrow

Miss Lynnae Argyle
R. F. D. #2 Box 154
Spanish Fork, Utah

Lynnae Argyle
November 12, 1960
Spanish Fork, Utah

Dear Sirs:

I recently listened to the address on the "United Nations" given by Edward R. Murrow, Sunday, October 23, 1960. I enjoyed this very much and would appreciate it very much if you could send me a copy of it. I would be very happy to pay any charge if there is one.

Please send to:

Miss Lynnae Argyle
R. F. D. #2 Box 154
Spanish Fork, Utah

Thank you very much for your trouble.

Sincerely yours,
Lynnae Argyle

Dr. Arthur W. Kac

3606 Oak Avenue, Baltimore 7, Maryland

Nov. 28, 1960

CBS
285 Madison Ave
New York City

Gentlemen:

Is it possible to receive a transcript of Edward R. Murrow's Sunday news review on your station?

Sincerely
Arthur W. Kac

Founder 11/30/60

Founder
12/2/60

Nov. 28/60

C.B.S. Broadcasting System
N. Y. City

Gentlemen

Yesterday morning @ 10 A.M.

E.S.T. - Sunday Nov 27/60 I enjoyed
Edward R. Murrow - program on Radio.

Also the reporters on same program

I would like a copy of it.
in print or otherwise.

Please inform & send me one,
I am willing to pay a nominal charge.

Yours truly
Gerald L. Greenberger

16 Harding Terrace
Morristown
New Jersey

November 28, 1960

Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Sirs:

Kindly send me a copy of the EDWARD R. MURROW broadcast of Sunday, November 27th.

Thank you very kindly.

Very truly yours,

Helene McClelland

Mrs. H. McClelland
231 East 76 Street
New York 21, N.Y.

Founder 11/30/60

JOHN C. MALINOWSKI
STEWART MANOR 71
FREDERICK, MARYLAND

27 Nov 60

Dear Mr. Murrow:*

If possible and available please forward copy of that portion of the Background in the News for Sunday, Nov. 27th, dealing with Intelligence.

Thank you.

John C. Malinowski Jr.

P.S. Your program is very useful and informative.

forward 11/29

Private Post Card

FREDERICK
NOV 28
12:30 PM
1960
MD.

Edward R. Murrow

CBS - Background in the News

485 Madison Avenue

New York, N.Y.

309 Douglass Hall
College of Wooster
Wooster, Ohio

Oct 11/23/60

Dear Mr. Murrow,

As usual I enjoyed your program "Background" of the 20th and would very much like a copy of it, as well as the program of the 13th.

Thank you very much. I have found your objective analyses quite helpful in my college work.

Sincerely,
David Newby

309 Douglass Hall
College of Wooster
Wooster, Ohio

WOOSTER
NOV 21
1 PM
1960
OHIO

THIS SIDE OF CARD IS FOR ADDRESS

PR
F
PE

Mr. Edward R. Murrow
485 Madison Ave.
New York 22,
New York

STELLA MARGOLD
750 PARK AVENUE
NEW YORK 21, N. Y.

Nov. 20, 1960

Mr. Edward R. Murrow,
CBS, 485 Madison Ave.,
New York City

Dear Mr. Murrow,

Will you please send me a copy of your broadcast, "Background" delivered in cooperation with your foreign representatives at noon on November 20 over CBS?

Appreciating your kindness,

Sincerely yours,
Stella Margold

out 11/25/60

Dear Ed

It is fine you are well of your heavy cold or rather pneumonia you were sick this Nov 20 in Baltimore.

I gave Mrs Rosemary Mullin's advice all the exact. Yours Hall G. Jones

SCRANTON, PA.
NOV 20
6-PM
1960

THIS SIDE OF CARD IS FOR ADDRESS

U.S. POSTAGE 3¢
LIBERTY

Radio &
television
station

Columbia Broadcasting System
E. R. Murrow
485 Madison Av New York 22

November 9, 1960

Dear Mr. Berger:

I have been meaning to write and let you know the reason you did not receive the October 23rd BACKGROUND script.

Due to the unusual manner in which the show was put together, no reprints were made of the "Trial by Crisis" presentation.

Mr. Murrow, however, has asked me to express his appreciation for your interest, and for taking the time to write.

Very truly yours,

Secretary to Mr. Murrow

Mr. Fred Berger
520 East 184th Street
New York 58, New York

Please send Copy of your
Radio Talk Oct 23, 1960.
"Background"

Thank you
Fred Berger

520 E. 184 St. New York 58

THIS SIDE OF CARD IS FOR ADDRESS

Ed. Murrow
CBS
485 Madison Ave
New York 22

November 9, 1960

Dear Miss Taylor:

Thank you for your letter of recent date.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis".

However, we do have on hand copies of all of the other presentations, and if at any time you determine the subject of any program to be useful to you, do not hesitate to write and request a copy of the script.

Mr. Murrow has asked me to express his appreciation to you for your interest, and for taking the time to write.

Very truly yours,

Rosemary Mullen,
Secretary to Mr. Murrow

Miss Rita Taylor
77 Honey Creek Avenue
Ada, Michigan

Dear Sir

Would you send me the script of the program "Trial by Crisis" with Edward R. Murrow. I would appreciate this very much as I need it for a debate on the U.N. Thank-you.

Yours truly,

Miss Rita Taylor
77 Honey Creek Ave
Ada, Michigan

E. MURROW
17

THIS SIDE OF CARD IS FOR ADDRESS

A D
OCT
26
3 PM
1960
MICH.

U.S. POSTAGE 3¢
LIBERTY

Columbia Broadcasting System
New York City
New York

November 9, 1960

Dear Mr. Cooper:

Thank you for your recent letter.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis".

However, we do have on hand copies of all of the other presentations, and if at any time you determine the subject of a program to be useful to you, do not hesitate to write and request a copy of the script.

Mr. Murrow has asked me to express his appreciation to you for your interest, and for taking the time to write.

Very truly yours,

Rosemary Mullen
Secretary to Mr. Murrow

Mr. Charles Cooper
157 Cooper Street
Brooklyn 7, New York

Oct 24-1960

Mr Edward R Murrow

Dear Sir
I heard your radio
Program of Sunday and
like it very much is there
any chance of getting
a broadcast of that
thankyou in advance.

Charles Cooper
157 Cooper street
Brooklyn 7 NY

November 9, 1960

Dear Miss Timmer:

Thank you for your recent card.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis".

However, we do have on hand copies of all of the other presentations, and if at any time you determine the subject of any program to be useful to you, do not hesitate to write and request a copy of the script.

Mr. Murrow has asked me to express his appreciation to you for your interest, and for taking the time to write.

Very truly yours,

Rosemary Mullen
Secretary to Mr. Murrow

Miss Rita Taylor
77 Honey Creek Avenue
Ada, Michigan

Dear Sir:

If at all possible would you please send me the United Nation's report "Trial By Crisis" by Edward R. Murrow. Thank you.

Sincerely,
(Miss) Karen Timmer
Box 103
Ada, Michigan

Box 103
Ada, Michigan

ERMURROW
17

NOV
1
5 P
196
MI

THIS SIDE OF CARD IS FOR ADDRESS

CBS Radio
New York, New York

November 9, 1960

Dear Mrs. Squires:

Thank you for your recent letter.

Due to the unusual manner in which the show was put together, no reprints were made of the BACKGROUND presentation of "Trial by Crisis".

However, we do have on hand copies of all of the other presentations, and if at any time you determine the subject of a program to be useful to you, do not hesitate to write and request a copy of the script.

Mr. Murrow has asked me to express his appreciation to you for your interest, and for taking the time to write.

Very truly yours,

Rosemary Mullen
Secretary to Mr. Murrow

Mrs. Vera Moore Squires
117 Miramar Street
Biloxi, Mississippi

Biloxi, Miss
Oct. 22nd 1960

C. B. S. News
485 Madison Ave.
New York 22, N.Y.

Gentlemen:

I have just listened to Edward R. Murrow's broadcast reviewing the growth of the United Nations the past 15 years. If copies are available, I would greatly appreciate a copy. If there is a charge, you may bill me.

Sincerely

(Mrs.) Vera Moore Squires

117 Miramar St.

MORRIS KATCHER, M. D., F. C. C. P.
35 WINTHROP STREET
BETWEEN BEDFORD AND FLATBUSH
BROOKLYN 25, NEW YORK

TELEPHONE:
INGERSOLL 9-7200

NAME _____ AGE _____

ADDRESS _____ DATE _____

℞

Please send me your outline of Background of History

Thank you

M M Katcher

REFIL UT DICT.
1 ☐ 2 ☐ 3 ☐ 4 ☐ TIMES
P.R.N. ☐ NON.REP. ☐
REFILLED.....

forwarded 11/8/60

REG. NO. 13820

LIC. NO. 22755

MRS. LESTER E. TOMBACK • 88 LAKE SHORE DRIVE • EASTCHESTER, NEW YORK

WCBS
New York City.

Nov. 6

forwarded 11/8/60

Gentlemen:

Please send me a copy of that part of "Back ground" which described the atmosphere of the Kit on Camp. I turned in too late to hear it yesterday. That part of the broadcast which I did hear began with the description of the Kennedy Camp.

Thank you very much.

Yours truly,
Mildred Tomback

Graduate College.

PRINCETON UNIVERSITY
PRINCETON, NEW JERSEY

Nov. 6, 1960

Dear George Hermann,

I will be grateful if you can send me a transcript of your programme "Background" of this noon in which you substituted for Mr Murrow. I will pay the bill if there is any.

Yours sincerely

Lawrence B. Ekpebu

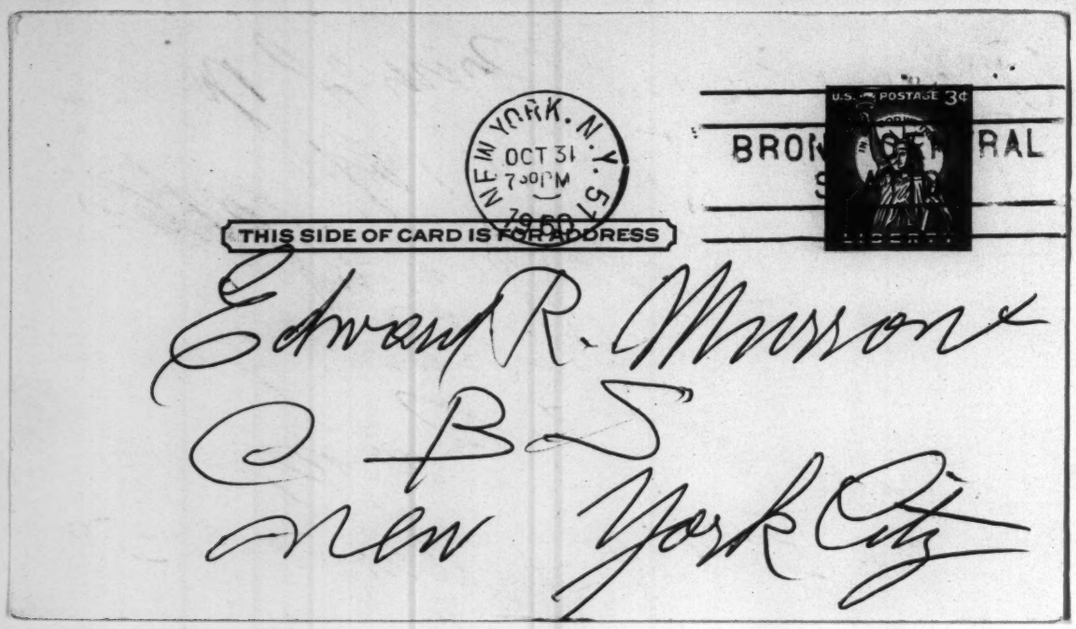
PS The programme covered the Presidential elections, the Mosco "Summit" and the Algerian war and France.

L.B.E

Forwarded 11/29/60

Please send copy of your
Radio Talk 10/30/60
"Background"
Thank you
Fred Berger
520 E. 184 St. New York 58

for order
11/2


NEW YORK, N.Y. 51
OCT 31
7 30 PM
1960
THIS SIDE OF CARD IS FOR ADDRESS
U.S. POSTAGE 3¢
BRON RAL
Edward R. Murrow
CBS
New York City

BACKGROUND.

Regular mailing list

Sent copies of 8/28 Background & 9/2/60 PGCS

Mr. Skelgell 485/17 -
Pete Fisher 46/6 -
Averom Blumberg, Mellon Institute, 4400 5th Ave, Pittsburgh 13, Pa.
- Mr. Bill Ackerman 485- 13.
- Mrs. Edward Bliss, 494 Ward St. Newton 59, Mass.
- Mrs. John De Peyster Douw, 27 Southgate Ave, Annapolis, Maryland
- Edward Grach, c/o Amer. Consulate Gen'l. Hamburg, Ger.
- Roberta Hadley - Spec. Proj. 485/13.
- Thomas Smith C8, 1111 Spann St. Shelby, No. Car. (through Gleason)
- Joe Ransom, Radio Daily, 1501 Bway

Nu 69200

Requests for Aug. 7. Script
By phone

✓ MGM Sy Seadler, 1540 Broadway.
✓ Fund for Adult Education, Fletcher-
✓ Harry Craven, 39 E 10th St. NYC.
✓ John Hightower, Sonneborn Chemical
+ Refining Corp. 300 Park Ave So.

✓ Mr. Furman Hebb - Hi-Fi Stereo
Review, 1 Park Ave. NYC
✓ ~~Mr. Si Seadler~~ MGM, ~~1540 B'way, NYC~~

✓ (2) ~~Harry Craven, 39 E 10 St. NYC~~
✓ ~~Leo De Orsey, Conn.~~
✓ Mr K. Montgomery, 139 W 22 St. NYC
✓ Mr. Alfred Ronald, 110-47 64 Rd
Forest Hills.

Mr. Bill Ackerman (2 Copies)
Mrs Bessy Buerky, St Louis 8. Mo
B.M. Radzyg, P.O.B. 1285, Hwd, Calif

TO.....

FROM.....

Background 9-18-

Ted Koop
WTOP
Wash.

Sent

TO.....

FROM.....Background 9-11

Mon

Miss Micki Jung
c/o Cunningham + Walsh
260 Madison Ave

TO Sent

FROM Background - Sept 4

Miss Sylvia Stone
217 East 66
New York 21,

TO Background 9-11

FROM

Mon

Dr. Sherman Cooper
8 Tuttle Lane
Huckville, L.I.

TO (5) Copies

FROM Oct. 2

Sent

Dr. Zenth 5
2651 16th N.W.
Wash.

TO.....

FROM..... Background Oct. 2

Gilbert Selden —

TO.....

FROM..... Background 10-2

Bot Early
CBS News - WTOP
40 & Brandywine N.W.
Wash DC

Send

TO.....

FROM..... Oct 2.

"B" Mr. Allan Michie
N. E.

Send Current
177 E 71st
N.Y. 21, N.Y.

TO.....

FROM.....Background Oct 2

S. Dakin
N.Y. News
220 E 42
N.Y. 17

Sent

TO.....

FROM.....

Sent
3 mimeographed copies
of Oct 2 Background
to Mr. Mickelson

TO.....

FROM.....

Roberta Hadley - Spec Proj.
Room 1312

Backgrounds - July + etc

Put name on mailing list.

TO.....

FROM.....

Sept 18

Background
Captive nations

Sent

Larry Marks
Dickson, Hirsh + Lewis
270 Madison Ave

TO.....

FROM.....

Background
Oct 2

Sent Naomi Andrews
CBS
55-4

TO.....

FROM.....

Sept

Sent Background - 18

W. H. Duncan
154 Martling Ave.
Tarrytown, N.Y.

TO.....

FROM.....

Background of Sept 18

Paul Voyda (VAYDA)

Assem Capture European Nations

29 W 57 Sent 9/18.

acan

TO.....

FROM.....

Sent

"Background" - Sept. 11 to:

Mrs. Edith M. Zilske
687 Shatto Place
Apt. 411
Los Angeles 5, California

TO.....

FROM..... Arthur Hull Hayes 10/21

Sept 4, 11, 18

Background

forwarded 10/21

TO.....

FROM.....

Background Oct 16

Edgar Rosenberg
Anna M. Rosenberg Assocs
444 Madison
26 fl

rk - hm 10/18

TO.....

FROM.....

Please send to Fawcett Publications
67 West 44th Street
New York City, N.Y.

October 16th show.

Attention Mr. Beldon

Monday, October 17

Dear Mr. Murrow,

Would you please send me a copy of your program "Background" of October 16.

My address is:
309 Douglass Hall
College of Wooster
Wooster, Ohio

Thank you very much —

Sincerely,
David Newby

Forwarded to Mr. Newby 10/20

Please send copy of Radio Talk "Background" 10/9/60.

Thank you

Fred Berger

520 E. 184 St

New York 58

forwarded 10/17 (m)

307 Douglass Hall
College of Wooster
Wooster, Ohio

WOOSTER
OCT 18
1 PM
1960
OHIO

PRA
FOR
PEAC

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Edward R. Murrow
485 Madison Ave.
New York 22,
New York

NEW YORK, N.Y. 51
OCT 13
12-PM
1960

BRONX C STA.

THIS SIDE OF CARD IS FOR ADDRESS

Edward R. Murrow
WCBS
New York City

Arnold Beichman
20 W. 84th St.
New York 24, N.Y.

foreman 11/2

TO Background

FROM 12 ~~10~~ 11

Paul Lowenwater

49 E 52

3rd

Out 11/14/60

TO

FROM

Telephone request -

Copies of September 18th and 25th presentations requested by Mr. Allen Wolfson, 85-52 Somerset Street, Jamaica 32, Long Island, New York

Lts 4.'15

Sam Cowan, —
Bus - 0609

TO.....

FROM.....

December 6, 1960

TELEPHONE REQUEST FOR BACKGROUND SCRIPT Dec. 4

For Mrs. Vera Dean, Foreign Policy Association
395 East 46th Street, New York 17, N.Y.

Out 12/13/60

TO..... Out 12/1/60

FROM.....

Air mail - Spec. Del.
Background Nov 27

Pat Farrell
c/o Ted Koop's Office
Broadcast House
40th + Brandywine
Wash 16, DC

TO

FROM

Dec. 25

Gaylord Emery
7th Floor
49 E. 52nd St.
N.Y.

Additional copy requested & forwarded

TO

FROM

Requested/16 — out
2 copies

Jim Burke
Background
1/8

by messenger

TO ..... Phone request

FROM .....

Dr S. Vascaut.
Pechwich Arms Hotel
230 E. 51st Street
NY 22, NY

out 1/18/60

10-3-60

Dear Sir:

Please, send

~~Pol~~ Photo

of

Ed Murrow

Occupant

2900 SE 17 Av

Zone 2.

forward 10/18.

Ed Murrow

PORTLAND
OCT 3
11 30PM
8 1960
OREG.

25
SOCIAL
IN

THIS SIDE OF CARD IS FOR ADDRESS

New York Radio
CBS-Koin Station
485 Madison Ave
New York, N.Y.

October 7, 1960

Dear Mr. & Mrs. Stone:

Thank you for your card of July 17th which incidentally was just received in our office today from Seattle, Washington.

Unfortunately, we have only one copy available of BACKGROUND, July 17th. I do hope it will help you out somewhat.

If in the future, you should like to receive copies of other BACKGROUND programs, please do not hesitate to write in.

Sincerely yours,

Mr. & Mrs. E. R. Stone
4737 36th Avenue, N. E.
Seattle 5, Washington

5 ~
7/17
B

4737 36th Ave. N.E.
Seattle 5, Washington
July 17, 1960

To KIRO Seattle,
Please send one 5 copies
of Edward R. Murraw's
talk over KIRO on
July 17, 1960

Very truly yours,
Mr. & Mrs. E. R. Stone

Background

CBS Radio

SEATTLE
JUL 12 7 30 PM 1960
WASH.

THIS SIDE OF CARD IS FOR ADDRESS

UNITED STATES
2 CENTS
POSTAL CARD

KIRO Radio
Seattle, Washington

Week of

Monday 10/10 thru Fri. 10/14

Requests for Scripts

M 6
T 0
W 0
T 2
F

Other mail on "B"

Comp. 0

Misc. 0

Crit. 0

Week of

(29)

Monday 10/3 thru Friday 10/7

Requests for Scripts

M 5
T 11
W 11
T 3
F 3

(13)

Other mail on "B"

Comp. ||||||||||

Misc. ||||

(13)

Crit. 0

(9)

Week of

Monday 9-26 thru Friday 9-30
* * * * * * *

Requests for scripts

M /
T ///
W 0 5
T /
F

Other mail on "Background"

Comp. //
Misc. // 4
Crit. 0

(This count excludes the names on regular weekly mailing list.)

Week 7

(26)

Mon. Sept 19. thru Fri. Sept. 23

Requests for Scripts

M 1 1 1 1 1 1 1
T 1
W 1
T 0 10
F 1

Other Mail on Back'g'd.

Comp. 12
Crit. 1 16
Misc. 3
(Count excludes reg. mailing list)

Week of

Mon. Sept 12 – Fri. Sept 16

Requests for Scripts

1 1
1 1
1

5

Total

(Count excludes reg. mail. list)

(2)

Week of

Mon. Sept. 5 – #9

Request for Script

1
1

(count excludes reg. mail. list)

La Verne Zluschi
4120 Lomita Lane
Dallas 20, Texas

Tues.

CBS
485 Madison Ave.
New York 22, N.Y

"B"
9-11-60.

Dear Sirs:

I would like to know if it would be at all possible for me to obtain a copy of "Background Ed Murrow." I am a member of the Ursuline Academy debate team here in Dallas and a copy of this program would be of great assistance in my case. Thank you.

Sincerely yours,
Miss La Verne Zluschi
4120 Lomita Lane
Dallas 20, Texas

Sent 10/2

Sis. Backgr'd.

423 - 11th Ave
Salt Lake City - 3
Utah
Oct 3. 1960.

Would you please send me a copy of Edward R. Murrow's report given over the radio Sunday morning Oct 2. 10.15 A.M. mountain standard time.

Thank you. Doreen Mohrke

Background

SALT LAKE CITY
OCT 4
8 AM
1960
UTAH

25 YE
SOCIAL S
IN AM

THIS SIDE OF CARD IS FOR ADDRESS

C.B.S.
485 Madison Ave.
New York
New York.

DIAL 2-1762

FRED SCRIVEN

~~OFFICE AND SCHOOL SUPPLIES~~
~~BOOKS AND STATIONERY~~

2461 Adams.
~~2478 WASHINGTON BLVD~~
OGDEN, UTAH

C. B. S. Radio Station
Salt Lake City.
Gentlemen
Please send me a
copy of Ed Murrow's Program
"Background" of yesterday, October -2-
yours truly
Fred Scriven

Vickie - Can you furnish this.

Mrs. Mitchill Allen 92 Fairway Road Chestnut Hill 67, Massachusetts

OCT. 4, 1960.

Backgd. 10/2

C B S
NEW YORK.

DEAR SIRS:

IF YOU SEND OUT COPIES OF BROADCASTS I WOULD LIKE VERY MUCH TO HAVE THE ONE DELIVERED BY HOWARD K. SMITH LAST SUNDAY EVENING (AT 8.15, I BELIEVE) AND ALSO THE ONE BY ED. MURROW THAT SAME EVENING--OCT. 2,--AT 10.15.

THEY BOTH "HIT SO MANY NAILS ON THE HEAD" THAT, IF EXTRE ONES ARE AVAILABLE, TWO OF EACH WOULD BE MUCH APPRECIATED, SO THAT I COULD SEND ONE OR TWO TO FRIENDS WHO MIGHT HAVE MISSED THE BROADCASTS. THANK YOU.

YOURS TRULY

Edith W. Allen

Sent 2 copies of Mr. Smith's analysis.

October 2nd - 1960

Sent 10/2 B

Would you please send a copy or copies of Ed R. Murrow's talk over W.L.W. New Orleans this Sunday. I think it was a most excellent and enlightening. I'm sorry it did not come over our station here.

Thanking you in advance

Sincerely Yours, Bill (Bible) Berg

Please send Copy of Man Radio Talk 10/2/60 "Back Ground"

Sent

~~Thank you~~

~~Fred Berger~~

520 E. 184 St. New York 58

Sent 10/2

836 - 7th Ave
Two Harbors, Minnesota

Dear Sirs:

I am a senior high school political science teacher. After hearing your C.B.S. Sunday night "Background" program with Edward R. Murrow, Oct. 2nd, I would appreciate a copy of this for use with my students if this is at all possible. It seemed to be such an excellent summary of conditions that it can be used for stimulating students to do more reading on it. Yours truly,

William Flygare

---

40 Lincoln St
East Orange N.J.
Oct. 2-1960.

10/2
"B"

If possible, please send me copy of Ed Murrows ecellent broadcast (Sunday 12:05) "Back ground".

Thank you -

(Miss.) L. C. Lipke

Sent

Dear Liz. put on mailing list.

10/2 I enjoy this program very much because it helps me to form a opinion on the major news of the day. I listen to this program nearly every week night and on Sunday too. If, if possible would like to recieve copies of this program every week, to report on in history class. I think it would help me very much in class.

X I dont mean Thomas Smith sens me a copy C. E. Illingsworth everyday but sens me 6 together every week. Shelby N. Carr

BILL & MARY NELL DAVIS
2117 FAIRVIEW HOUSTON TEX
JA 4,8030 OR JA 2-[illegible],

HOUSTON, TEX.
OCT 5
7-PM
1960

THIS SIDE OF CARD IS FOR ADDRESS

Columbia Broadcasting System
N.Y.
N.Y.

NEW YORK, N.Y.
OCT 3
9-PM
1960

BRONX C[illegible] STA.

THIS SIDE OF CARD IS FOR ADDRESS

Edwar R. Murrow
CBS
New York City

Backgrounds

THIS SIDE OF CARD IS FOR AD

Radio Station
New Yo

TWO HARBORS, MINN.
OCT 3
5-PM
1960

THIS SIDE OF CARD IS FOR ADDRESS

U.S. POSTAGE 3¢
LIBERTY

Columbia Broadcasting Co.
Edward Murrow Background Prog.
New York City
New York

EAST ORANGE
OCT 3
11:30 AM
1960
N. J.

OR ADDRESS

POSTAGE 3¢
LIBERTY

n CBS
York City
N. Y.

Thomas Smith
C/o 1111 Spangler St
Shelby N. Carolina

SHELBY
6:30PM
SEP 29
1960
N. C.

THIS SIDE OF CARD IS FOR ADDRESS

U.S. POSTAGE 3¢
LIBERTY

Back Ground to the news
CBS Radio 485 Madison Ave.
New York New York

410 Ulmslow Ave
Los Angeles 49, Calif
Sept. 26, 1960

C. B. S. Television
6121 Sunset Blvd
Hollywood, Calif.

"B"
9/25/60.
Sent

Gentleman:

I would appreciate it very much if possible to have a copy of the Edward R. Murrow program on the "Vice-Presidency".

I am a high school student and am presenting a bill on this same topic and feel a copy of this report would be very benficial to me.

Thanking you very kindly.

Very truly yours,
Susan Jacobs

Please send me a copy of your Radio Talk 12:-12:30 PM Sept 25, 1960. -

Thank You

Sent

Fred Berger

520 E 184 St New York 58

Sept 20.

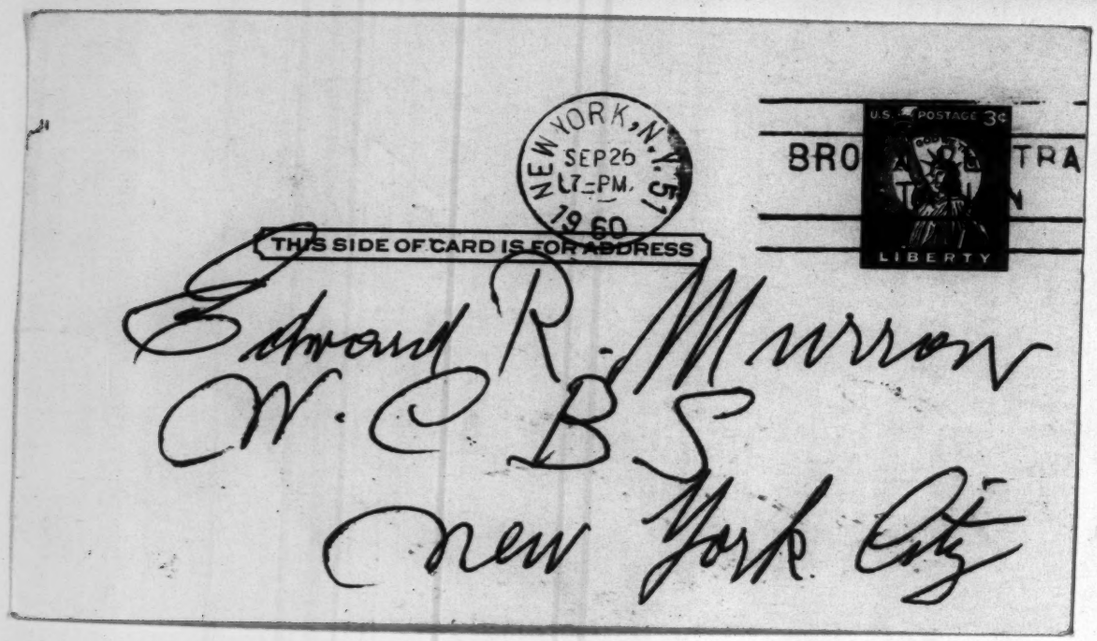
Your Sunday Backgrounds program is a real contribution. Thanks for it - and may it continue for a long time to come.

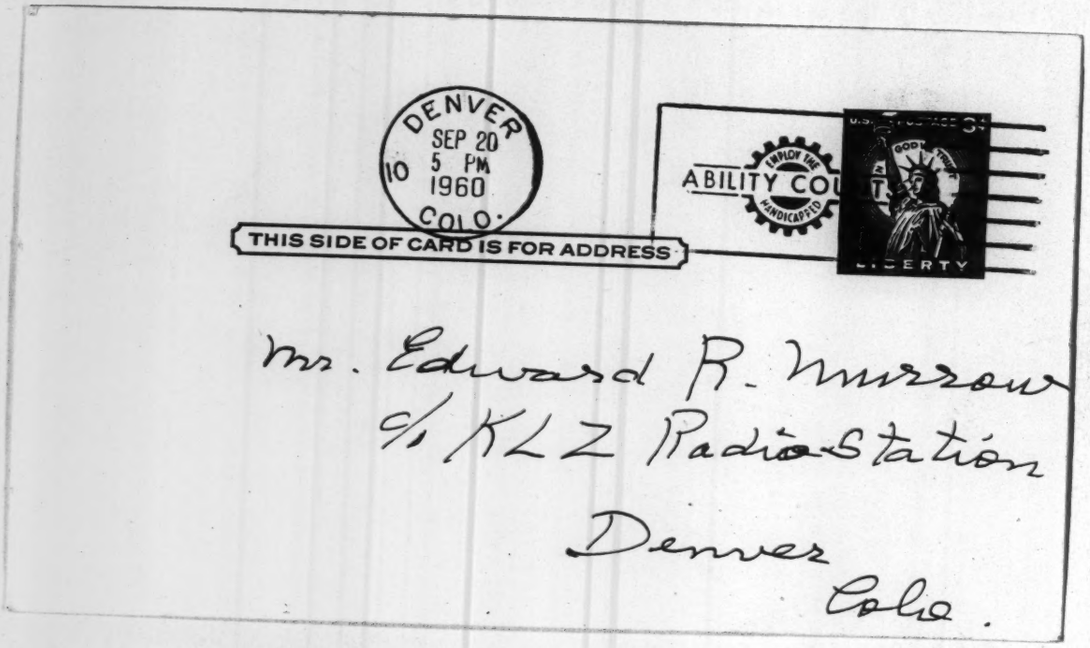
Sincerely

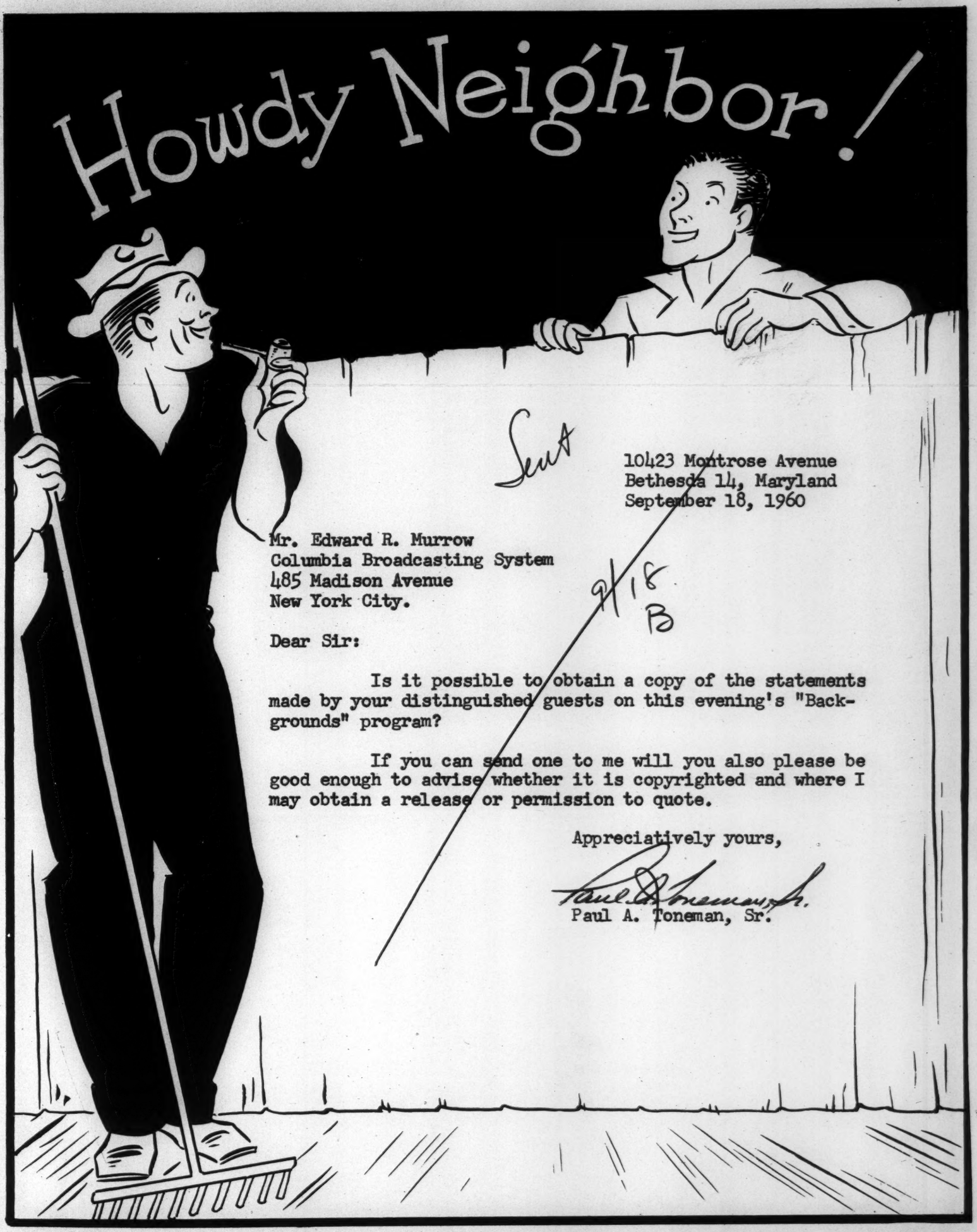
W. Ford

Denver, Colo.

no street address


NEW YORK, N.Y. 51
SEP 26
1960
THIS SIDE OF CARD IS FOR ADDRESS
U.S. POSTAGE 3¢
LIBERTY
Edward R. Murrow
W. C. B. S.
New York City


DENVER
SEP 20
5 PM
1960
COLO.
THIS SIDE OF CARD IS FOR ADDRESS
EMPLOY THE HANDICAPPED
LIBERTY
Mr. Edward R. Murrow
c/o KLZ Radio Station
Denver
Colo.



Sent

10423 Montrose Avenue
Bethesda 14, Maryland
September 18, 1960

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City.

9/18
B

Dear Sir:

Is it possible to obtain a copy of the statements made by your distinguished guests on this evening's "Backgrounds" program?

If you can send one to me will you also please be good enough to advise whether it is copyrighted and where I may obtain a release or permission to quote.

Appreciatively yours,

Paul A. Toneman, Sr.

Paul A. Toneman, Sr.

8-7 ©Carr Speirs, Stamford, Conn.

Litho in U. S. A.

Seul

MRS. J. H. HURLBUTT
THE OSBORN HOME
HARRISON, N. Y.
TEL. WOODBINE 7-4100

Sept. 11, 60

I was so impressed with Mr. Murrow's "Background" programme this morning. Is it possible to have a copy of same. Would appreciate it so very much. My sight is getting very poor so please accept apologies for this scrawl. Would be lost without my radio and W C B S.

Thank you

Gertrud R. Hurlbutt

CBS.
New York, N.Y.

NEW YORK N.Y. 17
SEP 7
9-PM
1960

GRAND CENTRAL

Gentlemen:

If transcriptions of Murrow's program "Background" are available, I should appreciate a copy of the one given Sunday, August 28.

Thank you.

(Miss) Jennie Jen Cate.
500 So. El Molino, Apt 1.
Pasadena 5, Calif.

Sent

PASADENA
AUG 31
4 30 PM
0961
CALIF.

USE ZO
FOR BE
MAIL SE

THIS SIDE OF CARD IS FOR ADDRESS

Columbia Broadcasting System
485 Madison Ave.
New York 22,
N. Y.

Richard Wolff
4231 Laurel Canyon Blvd.
No. Hollywood, Calif.

Sent 9/4/60

9.4. 60

C.B.S.
Columbia Broadcasting System, Inc.
6121 Sunset Blvd.
Los Angeles, Calif.

Gentlemen,

I would appreciate it very much to receive a copy of today's (Sunday, Sept 4th) news commentary at 12 noon. In this way I hope to be able to add this excellent interpretation, mainly about the coming debate between the two presidential candidates, to many other copies I have received before.

Sincerely,

Richard Wolff

return envelope encl.

My dear Mr. Day. Back rec'd. 9/4/60

I was unable to listen to the complete news round-up this morning Sunday, Sept 4 and missed most of Edward R. Murrow's discussion of the role of TV in the political campaign.

Could you send me that part of his broadcast?

Thank you for your attention.

Yours truly

Mrs Lester Wallack

Mrs Lester Tomhack
88 Lake Shore Drive
Eastchester

WHITE PLAINS
3:30PM
SEP 4
1960
N.Y.

THIS SIDE OF CARD IS FOR ADDRESS

Mr John F. Day
CBS News
485 Madison Ave
New York City

File

September 2, 1960

Dear Mr. Newby:

Thank you for your recent letter requesting copies of Mr. Murrow's broadcast of BACKGROUND.

I am happy to enclose a copy of the script for the August 28 broadcast of BACKGROUND.

As we do not maintain a mailing list, we would be pleased to send you copies of the scripts for any specific programs you may desire.

We are glad to be of assistance to you in your college studies of politics and world affairs.

Sincerely yours,

(Mrs.) Ramona Gomez
Secretary to Mr. Murrow

Mr. David Newby
19457 Henry Road
Fairview Park 26, Ohio

G
Enc.

To CBS

19457 Henry Road
Fairview Park 26, Ohio

Radio Station WGAR
Cleveland, Ohio

Dear Sir:

As a college student interested in politics and world affairs, I have found Edward R. Murrow's program "Background" to be extremely helpful in keeping up to date on current events and gaining some insight into them.

Would it be possible for you to send me printed copies of this program? I would gladly pay any mailing or handling charges.

Thank you very much.

Sincerely,
David Newby

ATTRACTIVE
WEEKLY RATES

A Clean Place To Stop
Conveniently Located To Downtown

TELEPHONE
JEFFERSON 5-4187

HOTEL CONGRESS

112 ROOMS
411 South Main Street
AKRON 11, OHIO

Aug 29. 1960

Edward R Murrow
Columbia B. Co.,
New York

Dear Sir:
Please advise if it is possible to procure a transcript of your broadcast of Aug. 28th on the Columbia network, even at a nominal charge.

Yours truly
Albert J. Mott

Sent 1 copy of BACKGROUND-8/28/60 on 8/31/60 R. Gomez

297 Grove Street
Fall River, Mass.
August 28, 1960

Donald K. Smith

W.C.B.S. Radio
New York, N.Y.

Dear Sirs,

On Sunday, August 28 at noon you presented a program entitled Background with Edward R. Murrow commentator. I found this particular broadcast very interesting as it dealt with the United Nations today.

I am a social studies teacher in the Fall River (Mass.) Public School System and I would like to obtain a copy of Mr. Murrow's talk.for class room use. If this is at all possible I would be willing to pay any fee which may seem necessary.

Awaiting your reply I am sincerely,

Donald K. Smith

Sent 1 copy
9/2/60 RGong

TO.....

FROM Background

Aug 28

Mrs. W. L. Cooper
4445 Post Road
Riverdale 71, New York.

Sent 1 copy
9/2/60 RGoss

Sent

309 Douglass Hall
College of Wooster
Wooster, Ohio
September 19, 1960

Mr. Edward R. Murrow
485 Madison Ave.
New York 22, New York

Dear Mr. Murrow,

I have been very interested in your weekly program of BACKGROUND. If possible, I would like to have a copy of your program of September 18.

Thank you very much.

Sincerely,

David Plenby

Kaysville Utah Aug 29, 6

K.S.L.
S.L.C.. ~~Monday~~ Background

Gentlemen:-

Would it be possible for me to obtain a copy of the program, given over C.B.S. yesterday Aug 28. 10:30 A.M.? If concerned the African situation & I remember a Mr. Roberts was one of the speakers:

Thank you very much.

Mrs Mabel D. Gleason
63 So. 1st East
Kaysville,
Utah.

Sent

Lynbrook, Aug. 19, 1960

Dear Mr. Murrow:

I thank you so very much for sending me the program of August 7. Enjoyed reading it over again & also last Sunday's program. It is now making the rounds (the one you sent me) & everyone who reads it agrees with me.

More power to you!

Sincerely yours

Helen Seibel

Ate

Hal Roth

1160 Clay Street, San Francisco 8, California • PRospect 6-8428

Photographs • Articles • Illustrations • Reports

August 15, 1960

Radio Station KCBS
Sheraton-Palace Hotel
San Francisco, California

Dear Sir

Can you send me a copy of the script spoken by Mr. Peter Kalishar on the program "Background"? Mr. Kalishar spoke about 4:50 p.m. Pacific Standard Time on Edward R. Murrow's program August 14, 1960. Mr. Kalishar spoke from Tokyo and his remarks were on Laos.

Cordially
Hal Roth
Hal Roth

HR:mhw

Encl.

Sent August 14, 1960

Dear Sirs,

Will you please tell me whether the speech which Edward R Murrow gave on Sunday afternoon (Aug 7) about the critical issues concerned with our coming national election and with our national affairs in general has been printed & would like to have two copies of it. Thank you.

Sincerely,

Miss Pam Hyatt

Miss Pam Hyatt
1174 Ruge St. NW
Salem, Oregon

PORTLAND
AUG 15
6 30 PM
8 1960
OREG.

25 YEARS
SOCIAL SECURI
IN AMERICA

U.S. POSTAGE 3¢
LIBERTY

THIS SIDE OF CARD IS FOR ADDRESS

KOIN Radio
Portland
Oregon

August 11, 1960

C.B.S. Radio Network

N. Y. New York

Sent

Sirs-

Will you kindly send to the following address a copy of the program "Background" broadcast on Sunday, August 7th,?

Thank you very much.

Mrs. Harry A. Frick

1025 Lake Davis Drive

Orlando, Florida

FREDERICK M. KEIPER, II, D.D.S.
2533 WALNUT STREET
HARRISBURG, PENNSYLVANIA

PRACTICE LIMITED TO ORTHODONTICS
CEDAR 2-2944

August 9, 1960

Sent

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow:

I was very much interested in your radio broadcast of Sunday, August 7, 1960 and would appreciate having a copy of your commentary, if it is available.

Very truly yours,

F. M. Keiper, II

Frederick M. Keiper, II

Please send copy of Mr. Murrow's comments on "BACKGROUND" as presented Sunday, August 7 on WGBS, Miami, Florida.

Thank you.

Mr. John J. Conway
4147 West 6th Court
Hialeah, Florida

Sent

1411 N. Harrison St.
Wilmington, Del.

Edward R. Murrow
CBS
485 Madison Ave.
New York, N.Y.

Sent

Dear Mr. Murrow,

Is it possible to get a copy of your program for Sunday, Aug. 7, of Background and possibly a copy of the program before this one which we unhappily missed.

8/31

This has been an excellent program, and I hope you ~~return~~ continue with it.

Sincerely,

Katharine W. Walton
(Mrs. Whitaker Walton)
1411 N. Harrison St.
Wilmington, Delaware

RALPH A. MacGILVRA SPECIAL AGENT
80 FEDERAL STREET • BOSTON 10, MASSACHUSETTS • HANCOCK 6-1063 - COPLEY 7-7010

JASON E. STONE, JR. • General Agent

THE NORTHWESTERN
MUTUAL LIFE
INSURANCE COMPANY
OF MILWAUKEE

safeguarding tomorrow

8/9/60

CBS, New York.

Dear Friends:-

If available, I shall be grateful for a copy of Edward R. Murrow's "Background of the News", broadcast at 10:05 P.M., on Sunday, 8/7/60.

Sincerely,

Ralph A. MacGilvra

Sent

August 8, 1960

CBS
485 Madison Avenue
New York City
[Publications]

Dear Sirs,

Is it possible to get a transcript of Edward R. Murrow's broadcast "Behind the News" given over WBEN in Buffalo at 4:30 Sunday afternoon August 7th?

I would appreciate getting a copy of it, and, am glad to pay any charge connected with receiving it.

Thank you very much.

Very sincerely
(Miss) Ruth W. Fisher
40 Irving Pl
Buffalo, N.Y.

Sent

Rushland, Pa.
August 8, 1960

Sent

"Background" Program
WCBS
New York, N.Y.

Gentlemen:

It would be appreciated if you would send me a transcript of the "Background" program which was broadcast at 12:05 P.M. yesterday, August 7.

The comments were refreshingly candid, a quality much to be recommended these days.

Yours truly,

John Sheldon

John Sheldon

8/7

BOX 645 COLORADO SPRINGS
August 7,1960

Dear Mr Murrow:

What a remarkable half hour you gave your listeners on BACKGROUND ~~this~~ morning. I have in fact listened to what you had to say on two different stations to-day for all your views be~~hear~~ careful listening to once again. And now I'm coming to ask whether you'd mind sending me a typescript of this morning's program I'd be most grateful. I phoned quite a number of my neighbors, but not all were at home so I'd like to circulate what you said among those who did not hear you. Many thanks in advance for your courtesy

Sent

Cordially yours,

Edward M. Groth

Edward M Groth

Edward R Murrow, Esquire,
C B S News
485 Madison Avenue, New York 22

Gentlemen:

If a printed copy of Edward R. Murrow's commentary given on "Background" Sunday, August 7, is available, I should like to have one. Thank you for this favor.

Sincerely yours,

(Mrs.) Ruth Gustom

1796 Watkins Ave.
Plainfield, N.J.

Sent

Aug. 8, 1960

Sirs:

May I please have a copy of Edward R. Murrow's "Background" given on Aug. 7?

Ellen Butler
c/o E. Farmer
East Stroudsburg
Pa.

Sent.

M. Horton 17

PLAINFIELD, N.J.
AUG 8
830PM
1951

PR
FO
PEA

U.S. POSTAGE 3¢
LIBERTY

THIS SIDE OF CARD IS FOR ADDRESS

C.B.S.
News & Public Affairs Dept.
New York, N.Y.

SYRACUSE
AUG 7
1 PM
1960
N.Y.

USE ZO
FOR B
MAIL S

THIS SIDE OF CARD IS FOR ADDRESS

Edward R. Murrow
Columbia Broadcasting Sta.
New York City

Los Angeles 5, California
687 Shatto Place, Apt. 411, Aug. 7-1960.

Mr. Edward R. Murrow.
C B S News,
New York City 22, N. Y.

8/1

Dear Mr. Murrow: Having heard your program, Back Ground, and considering it one of the best, as well as informative, also as unbiased as any I have heard, am asking for a copy. I'm willing to pay for any expense, if there is a charge.

Thanking you. I am,

Sincerely,

(Mrs.) Edith R. Zilske

Sent.

Memo From

GERALD F. MAULSBY

Ray Campbell

Sent 8/7 "B"

4200a Maryland
St. Louis, Mo.
Aug. 8, 1960

Radio KMOX
CBS. Network
St. Louis, Mo.

Sirs:
On Sunday, Aug. 7, I heard Mr. Ed Murrow's broadcast of "Background". It was very good, I thought. If possible, I would appreciate a copy of that broadcast. I feel it worthy of further study.
Thank you.

Very truly yours,
(Miss) Bessie K. Buerky
4200a Maryland
St. Louis 8, Missouri

Sent

Sent

Sirs. Would you please send me
Edward R. Murrow's talk given
Sunday Aug 7. 1960. 10:1
time) Kindly tell me the c
and I will send by return

Yours faithfully
Doreen Mohrle

Sent

His wording was classic.

Dear Sirs: Sent

Would it be possible to obtain a copy of Ed Murrow's Comments given on Sunday Aug. 14. 1960 on the morning program - He stated his stand - along with other points in politics

Mrs W. E. Coffman
2010 S 22nd East
Salt Lake 8, Utah

A. MOHRKE
423 - 11th Avenue
Salt Lake City 3, Utah

Aug 9, 1960

me a copy of
iven over Radio
0. 15 A.M. (Western
cost of same

le

Please send Copy of your Radio Talk Sept 18/60 noon
"Background"
I thank you
Fred Berger
520 E. 184 St New York 58

Send cost of copy

Dear Sirs, Sent 8/23/60 July 31, '60

Would it be possible to send text of Ed Murrow's program of this July 31 at 12:15 PM to me by mail. Discussion was on Dem. + Rep. Platforms etc. with newsmen A. Kendrick + B. Clark also participating. It was interesting but do to interruptions by my family I missed part of "Background" discussion. Thank you.

MRS. HENRY NEIL MURPHY
75 VANDERWATER AVENUE
FLORAL PARK, LONG ISLAND, NEW YORK

Larry Cooper

THIS SIDE OF CARD IS FOR ADDRESS

JAMESTO
AUG 1-6
5 PM
1960
MO.

Radio KMOX
C.B.S. Network
St. Louis, Mo.

Mr. Friendly

17

SALT LAKE
AUG 6
6 30PM
1960

THIS SIDE OF CARD IS FOR ADDRESS

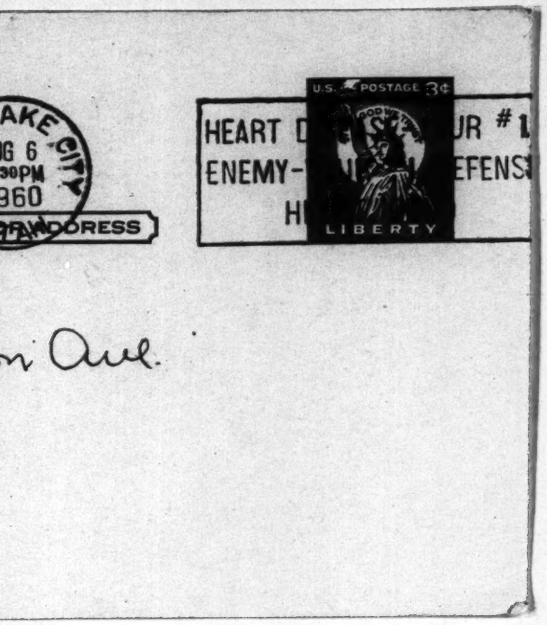
C.B.S.
H 85 Madison
New York
New York.

SALT LAKE CITY
AUG 9
1 30 PM
1960
UTAH

1860—PONY
FOUNDERS: RU
AND W
3¢ 1960
LIBERTY

THIS SIDE OF CARD IS FOR ADDRESS

Edward Morrow -
T.V. News Analyst
New York City N.Y.


AKE CITY
G 6
30PM
960
THIS SIDE OF CARD IS FOR ADDRESS
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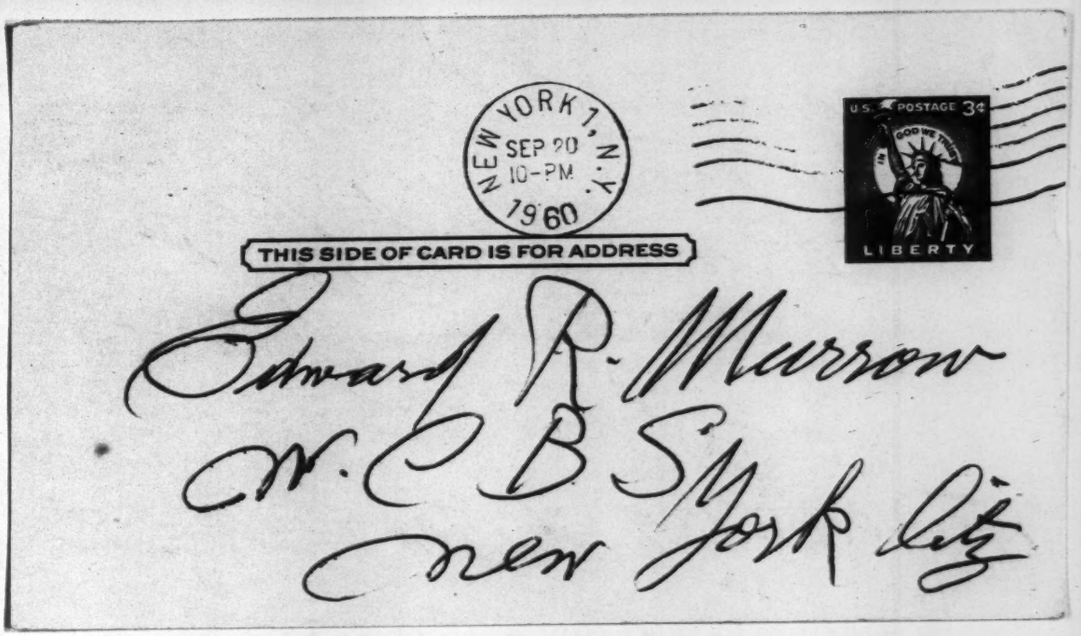
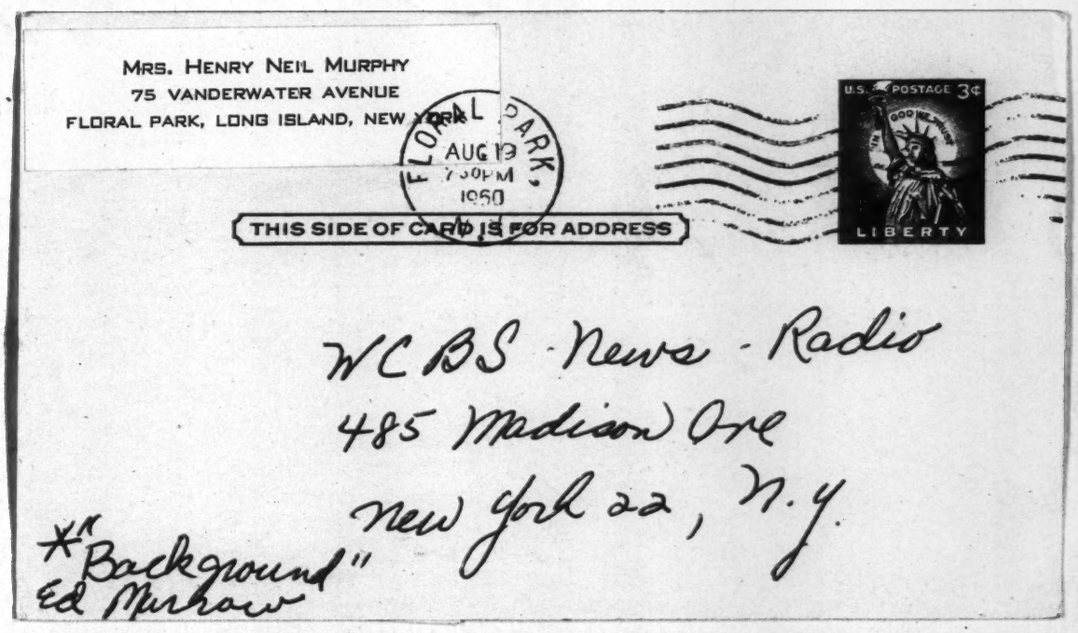
U.S. POSTAGE 3¢
LIBERTY
n Ave.


NEW YORK 1, N.Y.
SEP 20
10-PM
1960
THIS SIDE OF CARD IS FOR ADDRESS
U.S. POSTAGE 3¢
LIBERTY
Edward R. Murrow
W.C.B.S.
New York City


MRS. HENRY NEIL MURPHY
75 VANDERWATER AVENUE
FLORAL PARK, LONG ISLAND, NEW YORK
FLORAL PARK,
AUG 19
1960
THIS SIDE OF CARD IS FOR ADDRESS
U.S. POSTAGE 3¢
LIBERTY
WCBS - News - Radio
485 Madison Ave
New York 22, N.Y.
*"Background"
Ed Murrow

7.31.60

E.R. MURROW
CBS
NY 22 NY

Put on list

DEAR MR MURROW

I THANK YOU FOR ~~TRANSC~~ THE TRANSCRIPTS FOR THE FIRST THREE BACKGROUND'S AND SHOULD APPRECIATE REMAINING ON YOUR LIST. CONGRATULATIONS ON ANOTHER FINE SERIES.

VERY TRULY YOURS

AVROM BLUMBERG
MELLON INSTITUTE
4400 FIFTH AVENUE
PITTSBURGH 13, PENNA

7/

Gentlemen:

Please s
me a tran
of the very exc
broadcast
the Congo o
Todays Ed
program b
here at 12:0

Hope you
get a stati
with night

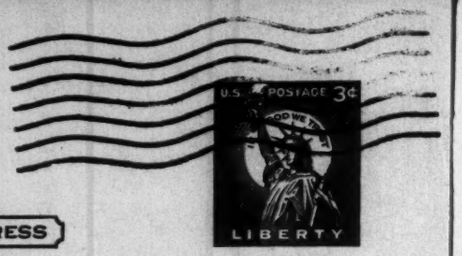
Sincerely
Philip Sh

2636 Dellwood
Atlanta, 5,

7/24/60
Sent
send
nscript
xcellent
from
on
Murrow
broadcast
:05 P. M.
e soon
tion here
t power.
ly.
Schulhofer
d Dr., N.W.
, Ga.

Shall appreciate copy of your
7-31-60 broadcast.
Harold Rognes
Hudson S Dakota
Sent
8/9/60.

PITTSBURGH, PA.
AUG 2 3 30PM
1960



THIS SIDE OF CARD IS FOR ADDRESS

EGBERT R. MURROW
CBS
485 MADISON AVENUE
NEW YORK 22, N.Y.

THIS SIDE OF CARD IS FOR

C.B.S.

485 Madison Ave.

ATLANTA
JUL 25
5 PM
1960
GA.

S FOR ADDRESS

U.S. POSTAGE 3¢
LIBERTY

. Radio,
New York,
N. Y.

Shall appreciate copy of your
7-31-60 broadcast.
Harold Rognes
Hudson S Dakota

Sent
8/9/60.

List's courtesy of Palmer Williams

CBS REPORTS - Volume One - 1959-1960 Season

* WITH SCRIPT

AIR DATE	TITLE
October 27, 1959	*✓BIOGRAPHY OF A MISSILE (MURROW)
November 11, 1959	THE POPULATION EXPLOSION
December 18, 1959	*✓IRAN - BRITTLE ALLY (MURROW)
January 6, 1960	THE SPACE LAG - CAN A DEMOCRACY COMPETE
January 14, 1960	THE POPULATION EXPLOSION (REPEAT)
February 15, 1960	NIGERIA - THE FREEDOM EXPLOSION
March 17, 1960	TRUJILLO - PORTRAIT OF A DICTATOR
April 21, 1960	BIOGRAPHY OF A CANCER
May 27, 1960	* WHO SPEAKS FOR THE SOUTH? (MURROW)
June 17, 1960	BERLIN - END OF THE LINE
July 7, 1960	WALTER LIPPMANN ON LEADERSHIP
August 11, 1960	WALTER LIPPMANN ON LEADERSHIP (REPEAT)
September 15, 1960	TRUJILLO - PORTRAIT OF A DICTATOR (REPEAT)

CBS REPORTS - Volume Two - 1960-1961 Season

AIR DATE	TITLE
October 11, 1960	*✓THE YEAR OF THE POLARIS (MURROW)
October 27, 1960	MONEY AND THE NEXT PRESIDENT
November 13, 1960	THE INFLUENTIAL AMERICANS (G.E. Special)
November 25, 1960	* HARVEST OF SHAME (MURROW)
December 10, 1960	✓RESCUE - WITH YUL BRYNNER (MURROW)
December 26, 1960	✓THE GREAT HOLIDAY MASSACRE (MURROW)
January 5, 1961	OUR ELECTION DAY ILLUSIONS: THE BEAT MAJORITY
January 19, 1961	THE KEEPER OF THE RULES - CONGRESSMAN SMITH AND THE NEW FRONTIER
February 2, 1961	THE BUSINESS OF HEALTH - MEDICINE, MONEY & POLITICS
February 16, 1961	THE CASE OF THE BOSTON ELECTRA

* AN HOUR WITH ED MURROW

Friday, April 30, 1965
8:30-9:30 P.M.

REPORTERS: Charles Collingwood
Eric Sevareid

PRODUCER: Joseph Wershba

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SHOW

1. YEAR OF THE POLARI
2. MONEY AND THE NEXT
3. THE INFLUENTIAL A
4. HARVEST OF SHAME
5. RESCUE - WITH YUL
6. THE GREAT HOLIDAY

7. THE MAN WITH 17 VO
8. THE HEALTH LAG
9. BRITAIN AND THE G
10. THE GREAT GAME -
11. ~~AFRICA~~ OPERATION CROSSROADS

CBS REPORTS

	PROBABLE DATE	PRODUCER	REPORTER	STATUS
LARIS	October 11	Jack Beck	Ed Murrow	Now complete
NEXT PRESIDENT	October 27	George Vicas	Howard Smith	In Final Editing
L AMERICAN (GE)	November 13	Arthur Morse	Howard Smith	In Final Editing
ME	November 25	David Lowe	Ed Murrow	In Final Editing
YUL BRYNNER	December 10	Gene DePoris	Ed Murrow	In Final Editing
DAY MASSACRE	December 29	Vicas & DePoris	Murrow Reasoner Leonard Downs Stout	Shooting Completed Now Editing
7 VOTES	January (?)	Bill Leonard	Leonard	80% Complete
	January (?)	S. Fleischman	Smith	50% Complete
E GRAND ALLIANCE	February (?)	McClure	Sevareid	Shooting
- JUSTICE	February (?)	McMullen	Murrow	In Final Editing
ADS - AFRICA	March (?)	Ed Jones		Shooting Completed Now Editing

CBS REPORTS:

In research or early production:

THE PANAMA CANAL

SOUTH AMERICA - THE LOST CONTINENT

GERMANY - CLASS OF 1940

A SINGLE SERVICE

THE SOUTHERN MIND - PORTRAIT OF A TOWN

PRISON AND PAROLE

HOMOSEXUALITY AND THE LAW OF THE LAND

THE DRUG INDUSTRY

MATSU AND QUEMOY

LORD ISMAY

WALTER LIPPMANN 1961

POPULATION EXPLOSION - USA

THE CASE AGAINST MR. HAMMARSKJOLD ~~AND THE U.N.~~

THE IDEA FACTORY - THE RAND CORPORATION

In research or

h or early production: THE PANAMA CANAL

SOUTH AMERICA - THE LOST CONTINENT

GERMANY - CLASS OF 1940

A SINGLE SERVICE

THE SOUTHERN MIND - PORTRAIT OF A TOWN

PRISON AND PAROLE

HOMOSEXUALITY AND THE LAW OF THE LAND

THE DRUG INDUSTRY

MATSU AND QUEMOY

LORD ISMAY

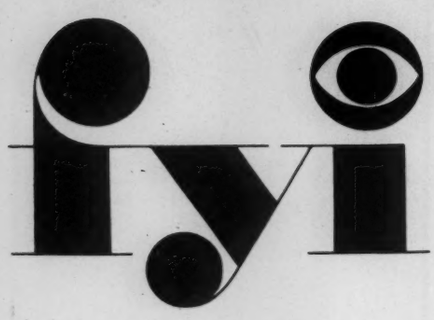
WALTER LIPPMANN 1961

POPULATION EXPLOSION - USA

THE CASE AGAINST MR. HAMMARSKJOLD

THE IDEA FACTORY - THE RAND CORPORATION

CBS Reports
(not Murrow)



CBS TELEVISION NETWORK 485 Madison Avenue, New York 22, N.Y.

October 20, 1960

Following are production credits and other data for the "CBS Reports" program "Money and the Next President," an exploration of the problem of controlling America's wealth and a "debate" between the major Presidential candidates on the best solution thereof, to be presented on the CBS Television Network Thursday, Oct. 27:

ON AIR:	8:30-9:30 PM, EDT
ORIGINATION:	Various remote locations, including Washington, D.C.; Liverpool, England; Paris, France, and Frankfurt, Germany (all film)
FORMAT:	An illustrated discourse on the problem of controlling our wealth with statements by several economic experts and footage of the world's economies in action.
PARTICIPANTS:	Vice President Richard M. Nixon; Senator John F. Kennedy; Secretary of the Treasury Robert B. Anderson; economist J. Kenneth Galbraith; former Presidential economic advisers Gabriel Hauge and Leon Keyserling; Per Jacobsson, International Monetary Fund, and others.
EXECUTIVE PRODUCER:	Fred W. Friendly
PRODUCER:	George A. Vicas
REPORTER:	CBS News Correspondent Howard K. Smith
WRITERS:	Fred W. Friendly, George A. Vicas
NETWORK PRESS REPRESENTATIVES:	Eliot Tozer (New York) Mike Buchanan (Hollywood)

* * *

CBS NEWS

Office Communication

to: Fred Friendly

from: Ed Murrow

October 10, 1960

If we decide to pursue the fire project, this old boy might conceivably be of some help.

ERM:gw
att

JAY W. STEVENS
254 FIFTH AVENUE
NEW YORK 1, N. Y.

September 20, 1960

Mr. Edward R. Murrow
580 Park Avenue
New York, N.Y.

Dear Mr. Murrow:

I have spent 60 of my 75 years fighting fires and public apathy about fire safety. With the backing of the International Association of Fire Chiefs and the National Board of Fire Underwriters, I have traveled all across America teaching fire prevention. If you would like to know more about my work, ask any fire chief in the country.

Last year, fire prevention efforts began to show results. After 15 years of rapidly rising fire totals, the number of home fires in this country dropped for the first time.

Many fearful fire tragedies have been prevented. With your help, many more can be eliminated.

Your written statement of support would help me launch a new nationwide educational campaign designed to give every home-dweller intensive, individual fire safety training right in his own living room. Such training has never been offered before and is urgently needed. Few people escape pain and injury in home fires without prior drilling for fire emergencies. Small children suffer most of all.

This new campaign is being sponsored by the Federation for Home Fire Safety, a commercial organization designed to tackle this major problem, independent of the International Association of Fire Chiefs and other public fire bodies.

The Federation is producing an hour-long educational film, based on my experience and that of many fire authorities, which will be used as a teaching aid.

FEDERATION FOR HOME FIRE SAFETY
(A PRIVATELY SPONSORED NATIONAL ORGANIZATION)
DIRECTOR OF HOME FIRE SAFETY EDUCATION

INTERNATIONAL ASSOCIATION OF FIRE CHIEFS
(THE OFFICIAL ASSOCIATION OF FIRE CHIEFS)
DIRECTOR OF FIRE PREVENTION

HONORARY FIRE CHIEF OF 256 U.S. CITIES

SOME FORMER ACTIVITIES:

NATIONAL BOARD OF FIRE UNDERWRITERS
38 YEARS AS FIRE PREVENTION CHIEF

INTERNATIONAL ASSOCIATION OF FIRE CHIEFS
33 YEARS AS EXECUTIVE SECRETARY

PACIFIC COAST ASSOCIATION OF FIRE CHIEFS
38 YEARS AS SECRETARY-TREASURER

STATE FIRE MARSHAL OF CALIFORNIA
17 YEARS

FIRE MARSHAL AND ASSISTANT FIRE CHIEF
OF PORTLAND, OREGON
4 YEARS

We face but one roadblock: persuading families to devote the necessary time to fire safety training. That's why we are writing prominent people throughout the country for support. We know from experience that statements from opinion leaders help to crack the hard shell of indifference most people have toward fire safety.

Enclosed are some of the statements we have already been authorized to issue. Would you be willing to add your voice?

We hope you will find it possible to make this contribution toward eliminating the senseless tragedies of fire. No other requests for help will be made.

Sincerely,

Jay W. Stevens

JWS/hl
Enc.

Palmer Williams

CBS NEWS

Office Communication

to: Mr. Palmer Williams

from: Edward R. Murrow

September 1, 1960

Captain Flint of the Army Signal Corps tells me that they have some footage on Quemoy and Matsu which they would be glad to show us. I think we ought to look at it sometime before the end of October.

ERM:rg

TO Mr. Murrow

FROM Gaby Wachsner

Thurs.
8-25

Capt. Flint called to say that they did have some footage on Quemoy, Matsu and Kinman and would be happy to show it to someone from this office.

CBS NEWS

Office Communication

to: Fred Friendly

from: Ed Murrow

August 23, 1960

Regarding the attached from Bill McClure, it together with Sevareid's memo seem to pretty well cover the ground. I would make only a few peripheral suggestions.

1. Some attention to the impact of American TV.

2. Emigration to the Commonwealth, who leaves and why.

3. A sequence either at Lloyds or the Bank of England to illustrate how London controls and finances the sterling area with an unprecedentedly small fluid reserve.

ERM:gw
att.

to Fred Friendly from Eric Sevareid

Re: "Britain Today" -- CBS Report

I have been trying to collect and sort out a few ideas for this show. As I assume it, we want to illustrate and dramatize what kind of society Britain is today, what its people think and want; where the country stands in the world and where it may be going in the world.

The last is the big question about Britain, but is also the hardest to show in such a program. The truth is that Britain doesn't know where she is going. The pull and haul over going into the European Common Market with all the political implications of federation is intense. The public debate on it has hardly begun. It would be a profound decision, breaking with generations of policy. This government is very hesitant about it. R.A. Butler told me last week nothing decisive would be attempted for at least a year. The whole population would have to be propagandized and educated into the idea.

Britain is a bit uncertain about her position in the world as it is related to the American alliance; she is firmly in it now. But the seeds of neutralism or at least unilateral disarmament are here and may be growing. (we can shoot part of the defense debate on this at the Labor Party Conference in October). The Commonwealth is probably a wasting asset, but over the long haul. Right now Britain is sorely pressed to keep her obvious prosperity growing. The monthly trade balance statement is still important, still printed on the front pages which probably doesn't happen in

any other country; Britain still lives by trade and her wits. The present signs are danger signs. Germans, Italians, French are all growing in their production faster than Britain; they are all showing more industrial dynamism; the fact is that they work harder and sell harder. (I have already shot Macmillan this week exhorting 400 British industrial leaders to greater export efforts.)

Britain's physical isolation from Europe no longer matters of course; but her psychological and political isolation is still a real thing.

Suggested shot: Camera in a jet, crossing from Calais to Dover in one minute; superimposed, Big Ben ticking off the one minute the crossing takes.

It is the domestic story of Britain that is more precise and more easily shown. She is rapidly becoming a middle class country. One can show on a graph with what new possessions - the car, the "frig", the "telly", etc. a working class family moves into the middle class and ceases to vote Labor.

There is no longer the post-war issue of whether the country goes capitalist or socialist; as a practical religion, socialism is nearly dead here, as it is around the continent. Modified capitalism is the pattern and will remain so. Taxes are high, but tax avoidance methods are numerous. I don't think class-consciousness is growing, but it is still deeply imbedded. There is a new money class, a "capital gains class". (Britain has no capital gains tax,

but will in a year or so.) We can show the Rolls Royces and Bentleys around Mayfair.

A fair number of fortunes are being made in land and building and on the stock market. Sharp operators like Felix Fenston and Charles Clore are the Zeckendorffs of London. Fenston is a good talker, I'm told; representative of this new, get-rich-quick class.

Crowding is a great problem; avoidance of urban "blight and sprawl." How to protect the "greenbelts" and still keep land prices from shooting up because of the building pressure on the other areas.

The automobile age is changing the landscape, cities and habits of England. The people are car crazy, as they are TV, sport and gambling crazy. I know no other big city where one half of page one of every evening paper is always given over to the races and the odds.

About as many of the alleged curses of the "affluent society" are in evidence here as in America. The materialism and mass culture.

Suggested inserts: a couple of the British TV commercials, maybe for detergents, for example; exactly like their American counterparts but with British faces and voices.

We want to show the changing face of London as skyscrapers like the new Hilton hotel go up; much steel and glass cheek by jowl with the mellowed old stone. The final result may be hodge podge and fierce arguments go on about the new stuff, including the new American embassy by Saarinen.

"Americanization of Britain"; We must be careful about this

theme. It is mostly of a superficial influence, coco-colas, plays, movies, chewing gum etc. But affluence is not an American invention. Skyscrapers go up, not because they are American but because land is scarce. Britain's own culture can support a great deal of this kind of influence without being altered in its basic nature; it is too old and deep for quick change. The same is true of continental countries. Actually, there is also a lot of "Europeanization" of Britain going on: coffee bars, an occasional sidewalk cafe, more and more wine drinking, many continental plays and films, French and Italian speciality shops.

Labor: a big world in itself. Politically, British unions are rather reactionary, hating to give up worn out socialist dreams, also more isolationist in terms of foreign policy that the Tories.

Labor and management have not yet come to terms here. This is perhaps the biggest domestic cleavage and unsolved problem strikes are en demie. Perhaps we could run a scene from that movie, "The Angry Silence". The Labor Party, philosophically, and it was founded on a distinct philosophy, is foundering and could break up.

Youth. I think the "angry young men" are getting a little passé, as are the beatniks in the U.S. Most young men get pretty good jobs here and anger doesn't last. We ought to shoot a bull session at Oxford or Cambridge.

The war. Its memories are cherished here. Endless publication of war memoirs in books and special war exploit articles in the press. The new generation is rather fed up with it.

Emigration. Many Britons still leave for Australia or

Canada or other parts. Why? Maybe we should shoot some of them at the emigration offices. Why have they given up hope of a good life in their own country?

The American exiles here. A fairly large number, some of whom simply find English life more tolerable than life in their own country. We ought to shoot two or three, like Tom Matthews, Luce's former editor, talking about the virtues of English life and values as compared with American.

The Royal Family. Still popular, but is the endless, meaningless publicity about them tending to destroy their remoteness and therefore their majesty? Will it end up a "democratic" monarchy as in Denmark, where a King rides a bike through the streets? It could.

The current size of Britain and Empire. A montage could show the Empire blacking out, in place after place in Africa and Asia. Yet, as her vast holdings have greatly diminished, the United Kingdom has become a more and more prosperous country. How? This is something for Macmillan or somebody to answer in interviews.

Personal Habits. A vigorous, sport loving people. Sweet crazy, candy shops on every other corner, endless seductive commercials on TV advertising candies. Result: very bad teeth in the young and getting worse, to the alarm of British dentists. Also becoming somewhat hypochondriac people; great pill takers. (There is one TV commercial where the beaming mother and wife says: "We're an Aspro family!") Women dress more attractively; more bright colors;

even getting some umbrellas in bright colors and that's revolution.

Note on class: we might shoot a scene at one of the schools or courses where lower class youth are accent-broken and taught BBC, Establishment speech. And I know of one or two announcers on commercial TV who have had to go to school to get rid of their Oxford accent! Class and mass media don't mix very well.

Anti-Americanism. A certain amount; endless little jibes in the popular press at America and American culture., Mostly this is confined to pseudo-intellectual groups. The American military is not much in evidence in Britain. We might shoot an American service family at some air force or missile post somewhere; how do they get along? How are they instructed to behave with the British? Etc.

I hope there is some way to get some humor in this show; some of the poetic beauty of the land as well as the ugly industrial areas.

The real question is, on what do we concentrate? What should be the real theme of the show. I repeat, we can show rather definitely what Britain is becoming in her domestic society; but where she is going internationally is not only hard to show visually, but is very hard to know intellectually. This is a period, not of decision but of warily walking around decisions. Britain isn't exactly drifting; but she is circling about, testing the winds.

McClure is gone until about Aug 1. In mid-August, I expect to take my holiday. He can start shooting certain scenes that won't require my

participation; but we probably can't come to full- time grips with the story until some time in September.

ARMY BALLISTIC MISSILE AGENCY
U. S. ARMY ORDNANCE MISSILE COMMAND
REDSTONE ARSENAL, ALABAMA

IN REPLY REFER TO ORDAB-X

30 October 1959

Accept Regret
Appropriate action
Background?
FYI File JBM
Note & Return
Phone
Reply direct
Return to sender
Stand
Suggest Reply
To Director
Comment or information
Copy to
Origin

Mr. Frank Stanton, President
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Stanton:

We at the Army Ballistic Missile Agency were thrilled and delighted at your presentation of "The Biography of a Missile."

You did a marvelous job of presenting our aspirations, our tribulations, and the glory of success which makes a scientific development worthwhile - all this in terms familiar to and understood by the man in the street.

Our whole Agency joins me in sending you our congratulations and heartfelt thanks for this outstanding program.

Sincerely yours,

J. A. Barclay

J. A. BARCLAY
Brigadier General, USA
Commander

CBS REPORTS

"Biography of a Missile"
as broadcast over the
CBS Television Network
Tuesday, October 27, 1959
10:00-11:00 PM, EST

First program in a special CBS News series
dealing with leading national and international issues

EDITED BY: Edward R. Murrow and Fred W. Friendly
REPORTER: Edward R. Murrow
PRODUCER: Palmer Williams
ASSOCIATE PRODUCER: Edward M. Jones
EXECUTIVE PRODUCER, CBS REPORTS: Fred W. Friendly

MURROW: I'm standing on a launching pad at Cape Canaveral. Behind me is a Juno II missile -- a modified Jupiter. Some time tomorrow, come rain or shine, this missile will attempt to loft a satellite weighing more than ninety pounds, and put it into orbit. We've been living with this missile for several months. When we undertook this project, neither the United States Army or the National Aeronautics and Space Administration, nor we, knew whether Project Sixteen would be a success or a failure. At the time that this is being recorded, we still don't know. They make this missile and we report its biography. But from the beginning, it has been understood that win, lose or draw, it would be broadcast on CBS REPORTS, on October 27th, 1959.

This is the cast of characters who helped build Project Sixteen, and whose appetite to teach their fellow Americans makes tonight's "Biography of a Missile" a reality. Wernher von Braun -- at twenty-seven, head of the German rocket development during World War II -- at forty-seven, Technical Director of the United States Army group that built this missile.

VON BRAUN: Well, after the static testing period is over, we bring the missile back to the hanger; clean it; inspect it very --- very thoroughly, and then we fly it down to Cape Canaveral where Doctor Debus, who runs our missile firing laboratory, and his team, will set it up on the launching pad; check it out again, and then fire it.

MURROW: And we will be down there to watch them fire it. Do you think it'll work?

VON BRAUN: Oh, it will -- certainly.

MURROW: Next, the working partnership that actually fires the missile from the block house at Cape Canaveral. Kurt Debus, V-2 Test Director, who fired our first successful satellite, our moon probe and the space monkeys. I would suppose you have probably shot more missiles than any man on this minor planet. Is that right?

DEBUS: Well, as far as the Western hemisphere goes, I would say possibly, yes, but I cannot speak for the countries behind the Iron Curtain. I don't know what they have been doing.

MURROW: The junior end of the block house partnership, Bob Moser, Vanderbilt University, 1950.

MOSER: Give me a check from all stations auto pilot rack.

VOICE: Roger.

MURROW: William Pickering, born in New Zealand, Director of Cal Tech's Jet Propulsion Laboratory. His break-through with solid fuel rockets got our first satellite into orbit.

James Van Allen, State University of Iowa - the Van Allen belt was discovered by the radiation experiments of Explorer I and III. This payload could achieve infinitely more.

VAN ALLEN: This is the composite IGY satellite, as we call it. It's probably the most ambitious, scientific satellite ever built so far -- weighs, as you know, a little less than one hundred pounds. It's been developed by the efforts of very many people at laboratories all over the United States. There are several man-years of work in that little box.

MOSER: ABMA payload.

VOICE: Roger.

MOSER: Pad safety clear?

VOICE: Roger.

MOSER: Telemeter Hangar D.

VOICE: Roger.

(MUSIC)

(ANNOUNCEMENT)

ANNOUNCER: And now, "Biography of a Missile" -- Project Sixteen - five million dollars, eighteen months from drawing board to launching pad ordered by the National Aeronautics and Space Administration, built by the Army Ballistic Missile Agency, at Huntsville, which last week was transferred to the Civilian Space Administration. Reporter, Ed Murrow.

MURROW: Ninety per cent of the weight and bulk of a ballistic missile is a flying fuel storage tank -- the skin made of aluminum alloy less than a tenth of an inch thick, and it will hold over one hundred thousand pounds of jet kerosene and highly volatile liquid oxygen three hundred degrees below zero. Because it will be subject to the hot Florida sun, the extreme temperatures in the vacuum of space, and the violent vibrations at its explosive lift-off, it must be perfectly balanced and precision welded to a thousandth of an inch. Next, this welding machine joins the ringlets together (nine of them make up our missile) as they roll through a full three hundred and sixty degrees, under a stationary arc. It was also developed by the Army, and then turned over to Chrysler for its Jupiter assembly lines (as seen here). Although this is a mass production technique, each weld is so critical, that every missile, every section, every weld, is minutely inspected and x-rayed. Each missile is given a high pressure water test to simulate flight pressure, and to detect any structural weakness. This particular skin buckled in an experiment to determine how much a Jupiter could take.

Our Project Sixteen skin passed its test and then moved across the vast Huntsville fab lab to be married to the giant rocket engine whose enormous fuel reservoir she will be for the first three minutes of Project Sixteen's planned eternity in space.

Eleven months ago and twenty-one hundred miles away, in the canyons of Southern California, the engine, sometimes called a rocket, sometimes called the power plant, sometimes the booster, is born. Produced by Rocketdyne, a division of North American, it is sold to the government for a quarter of a million dollars. On a mandrel, shaped like a dressmaker's dummy, tubes of nickel are banded together into what will be the thrust chambers where the kerosene and liquid oxygen will be united to form a white, hot, gaseous mass which exhausts from this tail pipe nozzle at a speed of more than a mile a second. Turbo pumps force feed the thrust chamber at the incredible rate of about six hundred pounds of fuel and oxygen per second, through a perforated shower head which will spray the equivalent of more than a fifty-five gallon oil drum per second. Here, in a valley of the moon atmosphere, in the Santa Suzanna Mountains, each engine is tested first by components and then as an entire power plant. Each full test will burn ten thousand dollars worth of fuel and liquid oxygen. This engine, which has one hundred and fifty thousand pounds of thrust, equal to the thrust of twenty F-86 jet fighters which this company also made, is basically the same engine made for the Air Force's Thor and Atlas missiles. But up until now the engine has not been part of a missile. Its fuel has come from fixed storage tanks which have been used to make hundreds of such tests. Now in Huntsville, the first two major components are aligned and meshed into what will, from now on, be referred to as the main stage or first stage booster.

In this new missile configuration, it must be tested again to insure compatibility. During this live firing test, the missile will be held down by a huge steel ring imbedded in fifty feet of reinforced concrete. A waterfall of nine thousand gallons per minute keeps the steel deflector plate from burning up. In the block house, an electronic fortress, a thousand feet removed, and connected to the missile by a tunnel containing over eleven hundred information and control channels, we talked with Dr. von Braun.

VOICE: 3 - 2 - 1. Zero.

MURROW: Doctor von Braun, this is the second time we've seen that engine tested on a static stand. This is perhaps a good time for me to ask you the basic question -- what makes it go up?

VON BRAUN: Well, a rocket motor can be compared with a machine gun. A machine gun fires small bullets in a rapid sequence out of the barrel, and each little bullet, as it leaves the barrel, exerts a recoil onto the breach of the barrel. Maybe I could best explain this at the blackboard.

MURROW: Good!

VON BRAUN: (AT BLACKBOARD) Suppose this is the rifle barrel and this is the bullet. Now, if you put a powder charge in here and ignite it, this powder charge will exert a pressure onto the bullet which drives the bullet out of the barrel.

MURROW: Yes.

VON BRAUN: But an equal force will be exerted onto the breech of the gun. But, of course, also forces in this --- in this direction, but they are cancelled out because they act against the barrel, itself, but this force here is not compensated, so whereas this force drives the bullet out of the barrel, this acts against the

breech, and it is this force that we feel as a recoil slamming against our shoulder when we fire a rifle. Now, in a machine gun, you start feeding new bullets in here and new cartridges, and as a result, you get lots of little pushes.

MURROW: Yes.

VON BRAUN: Now, on a rocket motor, the situation's quite similar. If this is a rocket motor and we inject a liquid propellant and a liquid oxydizer, such as liquid oxygen, into this motor, and burn it here and generate gas, millions of little gas molecules will start screaming out of the nozzle, and each of these molecules represents a little bullet....

MURROW: Yes.

VON BRAUN: ....which exerts a little recoil onto the backside of the gun, so there will be thousands of millions of little recoils acting in this direction, and the total sum of these recoils is a thrust of the motor.

MURROW: How does it operate when it's up there where there is no air - or it's in a vacuum?

VON BRAUN: This is fuel and this is oxygen; since in the vacuum of outer space we have no air in which the fuel could burn, a liquid fuel rocket has to carry its own oxygen.

MURROW: Oh, it carries its own oxygen?

VON BRAUN: Yes, a rocket engine is the only conceivable engine that could work in the vacuum of outer space.

MURROW: Well, I now understand how it gets its thrust -- what brings it off the ground, but I notice that this thrust chamber out there was swiveling, twisting about. That's part of the process of steering it, isn't it?

VON BRAUN: Yes, it works very much the same way like the swiveling of an outboard motor on a boat. You also swivel the thrust axis under which the propeller is exerting thrust onto the boat.

MURROW: Doctor von Braun, we've been talking with a number of your colleagues here for the past few days, and they all keep saying, we didn't really do very much about this, you know. Ours was just a minor contribution, but this was a team effort. How does the team operate? Do you have big, formal sessions and exchange minutes and long memos, or just how do you go about it?

VON BRAUN: Well, I would say the better the team, the fewer meetings you need, and the more business you can handle over the squawk box. Even when putting a team together, you should not try to find people whom you can outsmart, but people who are smarter than you in their particular field, and the smarter the people in the working level are, the better is the team. I think nothing hurts team effort and any greater development effort, like development of guided missiles, more than this you might call "pappy knows best" attitude on the part of the top management. Pappy just doesn't know best. He gets the best answers if he asks the man who is to do the job.

MURROW: Well now, Doctor von Braun, what are you working at out here on the left side of that tower - which is what -- about twenty-two floors high. Something like that, isn't it?

VON BRAUN: Yes, we are converting the left side of this tower for the static testing of our new Saturn booster. This will be the biggest rocket that has been tried anywhere, probably, including the Soviet Union. It will be our next generation's space vehicle.

It will produce one and a half million pound thrusts with eight engines, which are in a way an advanced version of the engine that you see right there -- the Jupiter engine, only we're going to have eight of them.

MURROW: Eight -- all in a cluster.

VON BRAUN: Yes -- and just to illustrate the tremendous power and dimensions of this unit, it will use a complete ICBM - an Intercontinental Ballistic Missile as the second stage.

MURROW: And what about the third stage?

VON BRAUN: Well, there would be a pretty advanced and sophisticated third stage. The total thing will be a three-stage vehicle, and it will be able to carry many times ten tons into orbit in one flight.

MURROW: Well, is that the one that will send up the Astronauts?

VON BRAUN: Well, the --- the Astronauts will first begin some rather modest flight tests on Redstones -- just ballistic ranges.

MURROW: What do you mean by modest tests?

VON BRAUN: Well, the apex will be only about eighty miles up, and the range will be two hundred miles, and the flight will last only about ten minutes, out of which six minutes will be weightlessness. Thereafter, they will board an Atlas and go into orbit. Now, with our Saturn vehicle, we can launch a whole busload full of Astronauts in one flight into orbit, so this will be the real space ship.

MURROW: Well, is there, in theory, any limit to the size of the object that you can hoist up there?

VON BRAUN: No, I would say the --- the only limitation that I know of is the taxpayer.

MURROW: "Biography of a Missile" continues immediately after this word from B.F. Goodrich.

(ANNOUNCEMENT)

MURROW: But if a missile had only a power plant and a fuel storage tank, it would still be nothing more than a mammoth Fourth of July sky-rocket. What distinguishes Project Sixteen or any ballistic missile from uncontrolled fireworks, is the guidance and control section. In a manned bomber, it is the pilot, the navigator, the engineer, and all the instruments of their flight deck. This section of our missile which will be attached just above the booster unit, is eight feet high and contains more than a hundred sensing and command instruments. The whole guidance and control system is made by the Ford Instrument Company division of Sperry Rand and sold to the government for about two hundred thousand dollars. The heart of it is the gyroscope platform made under surgical conditions to tolerances of a fifty-millionth of an inch. When this gyro or any gyro is not energized and spinning, it has no stability and no effect upon the missile or itself. The unit has three whirling gyros (in principle like a child's toy), which make it possible to keep the missile stable and aimed. At Huntsville, Alabama, this simulated missile was built over this gyro platform to teach us how it operates in flight.

MURROW: Mr. Mueller, we're surrounded here by some of the elements of the guidance and control section. This is the gyro. How would a layman best describe that -- as an automatic pilot or the helmsman for the entire missile?

MUELLER: I would say it's a --- it's a helmsman -- that's right. Of course, a complete guidance system is the instrument which measures what the missile is doing -- deviations from the prescribed trajectory. It is essentially a sensing instrument.

MURROW: And it knows where the missile is at all times?

MUELLER: It knows exactly where the missile is at all times. This is right. It knows the angle of position of the missile and it knows the deviation from a prescribed trajectory.

MURROW: Then, Mr. Mueller, as I understand it, this gyroscope remains fixed in space no matter what happens to the missile. It makes corrections and if it had an eye on the top of it, that eye would be fixed on a specific star all the time.

MUELLER: Yes. If a man could ride in that missile and look through that eye, he would always see the same star during the flight, regardless what the missile is doing.

MURROW: And it floats completely free?

MUELLER: It floats completely free.

MURROW: Now, Mr. Mueller, if we regard this gyro stabilizer as the helmsman, or the pilot, at some point it is going to get an order to change course -- to alter the course of the missile. Who or what gives that order?

MUELLER: This order is coming from a tape machine which is also built into a missile.

MURROW: You mean a tape machine like we use in radio?

MUELLER: Oh, very similar, a little bit more accurate. This tape here carries a few channels of information. This information is all pre-calculated, and during the flight, we pick up this information and feed it into this gyroscope here, and as a consequence, this gyroscope will initiate the turning of the missile.

MURROW: So that at some point on a time basis, the tape machine tells the gyroscope to alter course?

MUELLER: Yes, this is right.

MURROW: But the tape machine has only pre-determined information?

MUELLER: This is right. Only the ....

MURROW: In the ground -- on the ground.

MUELLER: Only the pre-determined information. The information which we gain during the flight is gained by this instrument here -- the gyro stabilized platform. All this information we feed into the computers, and some pre-determined information is also set into the computers, and these computers will compare these values and make certain decisions. For instance, the computers have to decide when the thrust has to be cut off of the power plant.

MURROW: And when the satellite finally reaches orbit, all of this material, of course, is destroyed and burns up, as it reaches the earth's atmosphere.

MUELLER: Yes, everything is lost. We would have only the pay load, finally, but these instruments are of no value any more.

MURROW: A missile has been called an exercise in perfection -- the blending of a hundred thousand different parts and instruments into an orchestrated, technological entity, where one bad note, one malfunction, means disaster for the whole.

Almost every misfire in our nation's missile program has been traced to such a failure, and every failure has produced a new testing sequence. There is no end to the checking and testing. A gyroscope that works in a lab won't react the same way as it will when exposed to the shock and recoil vibrations of those millions of molecular machine gun bullets that Doctor von Braun

described. So it is tested under conditions of extreme heat and cold, and shaken. A precision instrument, such as the accelerometer, may have to respond accurately to a force of fifteen times that of gravity. So it is exposed to twenty G's. The satellite itself will be baked, shaken and spun on the ground to insure its accurate performance. Most of what the scientists learn from it and from the missile will come back through a system called telemetry -- for in space, there can be no tunnel of multiple wired circuits such as Doctor von Braun demonstrated at the static test. Small sensing organs in the missile transmit vital information by radio from space down to the telemeter equipment on the ground, where the real autobiography of a missile is written. Otto Hoberg prepared this telemetering demonstration for us.

All right, Mr. Hoberg, we're separated by only about twenty feet, but actually, it's as though you were up in that missile about five hundred miles over the equator, and I am down here on the ground.

HOBERG: Ready on the missile. We have a temperature measuring gauge mounted on the missile. Now, I apply heat. Do you see the effect?

MURROW: Oh yes -- yes, of course. It's going up.

HOBERG: Very nice. Is it being recorded as well?

MURROW: Yes, in --- and the graph is coming out here on the data printer too. It looks to be identical. Is that the way it should be?

HOBERG: This is the way it should be, exactly.

MURROW: Now, what about vibration?

HOBERG: Well ...

MURROW: I was once told by a missile man that if I didn't understand anything, after a long explanation, I should just say -- what about the vibration. Can you demonstrate the vibration?

HOBERG: Yes, I certainly can. We measure, in fact, a number of vibrations outside on the missile skin. (RAPPING)

MURROW: Oh, yes.

HOBERG: And this vibration is --- is transmitted through the telemetering system down to the ground, and -- by the way, do you see it? (RAPPING)

MURROW: Oh yes. Will you come down to earth, or shall I come up there?

HOBERG: You'd better come up to space.

MURROW: Approximately thirteen months after fabrication began, Project Sixteen is coaxed up the ramp of a MATS Globe Master transport, for shipment to Cape Canaveral. Actually, one of the criteria that helped determine the Jupiter's size was that it could be carried in this airplane, and that it could be pulled through the Bern Tunnel in the Swiss Alps.

At Cape Canaveral, an Air Force installation operated by Pan American Airways, where all three services fire missiles, Project Sixteen is trucked to Pad 5 and hoisted into position. The gantry crane, which will service it for the next five or six weeks, rolls into place beside it and around it. But what you are now looking at is still a long way from the finished Juno missile. This is only the first stage, the liquid fuel part, which will hoist the pay load only to the edge of space. The final kick which will last for only a matter of seconds will develop power equal to five diesel locomotives and be in the form of fifteen small solid fuel rockets such as the one we are now looking at. These rockets, arranged

in a three-stage cluster, were pioneered and tested by the Jet Propulsion Laboratory, California Institute of Technology. During a spin test, which is similar to what happens in flight, Doctor Pickering explains to Reporter Jack Beck how it works.

PICKERING: Now, we --- we have the cluster assembled. You see the cluster of eleven rockets first, and then three rockets that fits inside the group of eleven, and then the single rocket which constitutes the fourth stage, so ....

BECK: And on top of which goes the pay load.

PICKERING: And then we put the pay load on top of this. The scientific instruments go on up here, so then when the assembly is launched from the front end of the Jupiter, the cluster -- the spinning cluster just comes out of the tub and first the eleven rockets fire -- then the three rockets and then the single rocket, so as to bring the pay load up to the necessary speed of about five miles a second for a satellite.

BECK: Why do you spin the upper stages of the rocket, Doctor Pickering?

PICKERING: By spinning the cluster, the rockets come shooting out of this tub and maintain their direction quite accurately.

BECK: Well, this is roughly analogous then to the rifling in a rifle barrel. Is that right?

PICKERING: The same sort of thing. Yes.

BECK: To keep it true on its course.

PICKERING: To keep it true. Right.

BECK: Now, about the system itself -- is three the magic number, or do you foresee that in some future time you'll have a greater number of successive stages firing?

PICKERING: Well, if I think about a space vehicle which is perhaps going to land a man on the moon, or another planet, then bring him back to earth, then I add up a lot of stages, because whatever it takes to get him up to speed, I then have to add a stage to slow him down on the moon, a stage to get him off, or perhaps two -- another stage, to slow him down when he comes back to the earth, so it adds up to seven or eight stages perhaps.

BECK: How far away is that, sir?

PICKERING: The moon -- a quarter of a million miles.

BECK: No - the time.

PICKERING: The time? It'll be several years.

MURROW: A courier from Cal Tech will accompany the cluster to the Cape. The second and third stages are lifted up onto the top of the booster stage, just above the guidance section.

This is the ultimate, the final product. Everything that we have seen so far has been designed to lift this pay load into orbit. It weighs about ninety pounds, and Doctor Van Allen, before they take it out and put it on top of the missile, perhaps you would explain to me what's in it, and then, later, what it's designed to do?

VAN ALLEN: Now, this is a shell made of fiber glass - on it are mounted solar batteries. Now, these little black cells receive energy from the sun, convert it to electrical energy, and serve to power the electronic apparatus which is inside.

MURROW: And the power comes from batteries, and the batteries, in turn, are charged by solar energy. Right?

VAN ALLEN: That's correct.

MURROW: And there are two transmitters, and these are the batteries around the outside?

VAN ALLEN: Yes.

MURROW: Correct?

VAN ALLEN: Yes, each one of these cells contains the chemical storage batteries. They power the apparatus while the satellite is in the shade of the earth - on the back side from the sun. Then, while it's in sunlight, the solar cells recharge these batteries and also power the apparatus.

MURROW: And how long will this satellite remain up there?

VAN ALLEN: Ideally, we expect it, if successful, as planned, to remain up for many years. However, the operating lifetime is limited to one year by this little cutoff timer which is an electrically driven --- driven clock. The purpose of this is to remove this one transmitter from the radio spectrum so that we won't, so to speak, jam this frequency forever.

MURROW: Make room for another one to operate, is that right?

VAN ALLEN: Yes, that's correct. That's correct.

MURROW: Now, this is one antenna, here, isn't it?

VAN ALLEN: This is correct. This is the one hundred and eight megacycle antenna - these four feeler arms.

MURROW: And the others come out here -- here and here. Right?

VAN ALLEN: Yes. The twenty megacycle antennas must be much longer for efficiency -- total span twenty-four feet in flight.

MURROW: This --- this --- inside this column is the pay load inside the pay load, isn't it?

VAN ALLEN: Yes. Yes.

MURROW: This is where most of the instrumentation is.

VAN ALLEN: We can look at the inside.

MURROW: Doctor Van Allen, I wonder if you could run down the passenger list in this, for us?

VAN ALLEN: Yes. It has a composite of five different basic experiments. In addition to the cosmic ray heavy nuclei and our radiation package on the top, there are two devices for studying the soft radiations from the sun - those which never penetrate the atmosphere and are inaccessible from the earth's surface. Those are the solar x-ray cell and the solar ultra-violet cell of Doctor Friedman's at the Naval Research Laboratory. Now, each one of these individual decks, as we call them -- or flat, pill-box shaped decks, contains electronic equipment. Each slice is chock-full of transistors and other circuit elements which are associated with the individual detectors, delivering to the ground station the information as to what's happening in the bird. Then, there is a very pretty meteorological experiment, prepared by Professor Sumi, at the University of Wisconsin. This is designed to measure the heat balance of the earth -- the energy received from the sun by the earth -- the energy reflected from the earth and the energy emitted from the earth as a warm astronomical body -- these --- the combination of these determines the earth's weather.

MURROW: And what, roughly, will be the orbit?

VAN ALLEN: It will sweep as far North as the southern tip of Hudson Bay -- as far South as Cape Horn in South America, for example.

MURROW: Now it is midnight of the final day -- twelve hours to zero, and Bob Moser begins his countdown.

MOSER: T-minus six hundred and forty minutes. Six, four, zero minutes. Clear to lift fourth stage to the third level -- lift the fourth stage to the third level.

MURROW: At zero minus ten and one half hours, the final stage Rocket is hoisted into position high above the pad and made part of the cluster.

MOSER: T-minus four ten -- clear to lift the pay load to the third level -- lift the pay load to the third level.

MURROW: At 2:45, as the pay load is hoisted into position, we stood in the block house with Doctor Debus, who will direct the firing of Project Sixteen, and talked about the shot.

Now, Doctor Debus, when you shoot, the booster -- the engine that we saw being made in California will lift the entire missile, and how far will it carry it?

DEBUS: It will carry it until burn-out of the first stage.

MURROW: And how long will that take?

DEBUS: That will take a hundred and seventy-eight or thereabouts, seconds.

MURROW: And how will you know whether it comes up to expectations?

DEBUS: Well, we'll follow these recorders here, and in the recorders we have a pretty good indication whether we stayed close enough to the anticipated trajectory. We will hear a sound. There will be a growling noise after ten or fifteen seconds which is a dovap beat, as we call it ...

MURROW: Yes.

DEBUS: And it will be something like (GROWLS) and then it will gradually pick up. Now, this is the most satisfying noise you will hear in the block house.

MURROW: This pleases you, does it?

DEBUS: Absolutely - absolutely, and as the velocity follows a pre-drawn trace, we hope, there will be an indication as to the accuracy with which we retain the azimuths.

MURROW: And where will it be when the first stage falls away?

DEBUS: When the first stage falls away, it will be ninety miles out - about. At this point, then, we have obtained sufficient velocity to carry the upper configuration, that is the instrument compartment and the spinning cluster, to the point where we want to ignite the upper stages.

MOSER: Lift the shroud and shroud support on the missile.

MURROW: At 4:45 A.M. the satellite having been secured, the shroud which covers the pay load, and the second, third and fourth stages, is hoisted to the top of the gantry, and fastened into place.

You have no control once that missile is one inch off the launching pad -- no control from the ground. Right?

DEBUS: No control from the block house. The flight safety people can cut it off if it misbehaves. This is the only control that we, as humans, have.

MURROW: All right.

DEBUS: Now, if it does it in any dangerous way, the Flight Safety Officer will cut it off.

MURROW: Doctor Debus, every single act, every item in the check-list is critical, and yet the atmosphere around here seems to be relaxed and rather informal and easy-going. How do you maintain discipline?

DEBUS: We --- we do not maintain discipline in this sense of the word. Discipline is there. It is a voluntarily broad contribution to other functions of every single individual. In --- in major areas where it counts, we have examples where human errors were made and they are made everywhere humans are at work, where after a firing, voluntarily a contribution was made of a --- of an error.

MURROW: You mean a man comes in and says, "I turned the wrong screw" or failed to couple something up?

DEBUS: This is right. This has happened in --- in two instances where discipline, of course, would be the wrongest thing to apply. It is not the fault - it's the man. Maybe it is the fault of --- of the functional sub-division of work where we would have to look in, but it is a voluntary acceptance of the better knowledge of the supervisor that leads to a condition of this relaxed atmosphere you see here, and not in external discipline that is rammed down the throat of somebody.

MURROW: "Biography of a Missile" will continue with the countdown immediately after this word from Bell & Howell.

(ANNOUNCEMENT)

MURROW: At 6:00 A.M. fueling begins. The tactical Jupiter's fueling can be done in a matter of minutes. In space probes it takes an hour.

MOSER: T-minus two seventy-five. 2-7-5 minutes. Install the angle of attack meter. Install the angle of attack meter.

MURROW: At 7:40 A.M. the angle of attack meter, which senses the external wind for the guidance system, is fastened on top of the shroud.

MOSER: T-minus two hundred and fifteen minutes -- 2-1-5 minutes. You have a clearance to load LOX. You have a clearance to load liquid oxygen.

MURROW: A liquid oxygen is now being pumped aboard. It comes from three trucks; it is weighed as it goes aboard. There will be about thirty tons of liquid oxygen when the fueling has been completed. In temperature, it is almost three hundred degrees below freezing.

At 10:30, the mosquito-filled Florida night, which gave way to the dank dawn, has been replaced by the humid mid-morning sun. The missile, now three hundred degrees cold inside, is subjected to one hundred degree heat on the outside. The clash between the frost and the sun causes the skin to groan and shrink perceptibly, as the scale and the instruments keep its weight and alignment constant. The final tapes which have protected the missile from the elements are torn off.

MOSER: T-minus one hundred minutes. One-zero-zero -- attention all personnel, please clear the service structure and pad of all non-operational personnel for connection of the destruct package.

MURROW: At zero minus one and one-half hours, the destruct package which, as Doctor Debus explained, will be used to destroy the missile, if it becomes a menace to population, is electrically connected. The technique involves a long, explosive prima-cord, attached earlier, which will be responsive to a radio signal from the range safety officer, and will cause the tanks to rupture, if necessary. At central control, the range safety man for Project Sixteen, Air Force Major Hal Fitzpatrick, watches the final steps of the countdown with a combination of television monitors and radar equipment. The decision to destruct, if and when, is his alone.

MOSER: T-minus seventy-five minutes. You are now clear to remove the service structure. Remove the service structure to firing location.

MURROW: The gantry crane pulls back on its railroad tracks, leaving Project Sixteen alone and sweating. There is less than fifty-five minutes remaining. All the visitors and brass, except General Barclay -- either he or General Medaris is present at all major shoots -- leave the area. Now, all the fuel trucks and service vehicles, including the chow wagon and the fire engines, depart, as the warning lights and claxons close the area. (CLAXON) The block house is sealed.

MOSER: T-minus thirteen minutes. Cluster control panel speed regulator power on.

WHEELER: Speed regulator power on.

MOSER: Roger. Clear to bring the cluster motors up to launch RPM.

WHEELER: Roger.

MURROW: Under the shroud at the top of the missile, the tub holding the cluster of solid fuel rockets, begins to spin.

GREENFIELD: Fifty RPM. One hundred RPM.

MOSER: Telemeter recording on. Pre-flight calibrator from zero per cent to oscillator.

CLAY: Oscillator.

MURROW: At zero minus eight minutes -- to Moser, T-time means zero, the telemetering calibration test begins. This is the final scaling of the gauges. When the missile is airborne, these gauges will indicate the actions of the missile. At this point, they're being artificially stimulated in cadence to establish telemetering accuracy just before launch.

MOSER: Fifty per cent.

CLAY: Fifty.

MOSER: One hundred per cent.

CLAY: One hundred.

MOSER: Zero per cent.

CLAY: Zero.

MOSER: Calibrator on.

CLAY: Calibrator on.

MOSER: Forced calibration on and off.

CLAY: Forced calibration on and off.

MOSER: Telemeter recording off. Pre-flight calibrator off.

CLAY: Roger. Off.

MOSER: Command receiver number 1 on.

CLAY: Command receiver number 1 on.

MOSER: Command receiver number 2 on.

CLAY: Command receiver number 2 on.

MOSER: Minus five minutes - pay load power on.

DeAGRO: Pay load power's on.

MOSER: Check pay load timer zero.

DeAGRO: Timer zero.

MOSER: LN 2, fill switches to closed position.

CLAY: Roger.

MOSER: Check voltage adjustments on the ground supplies.

CHANDLER: Roger on the voltages.

MOSER: Ready on guidance panels?

AUSTRANDER: Roger.

MOSER: Transfer the clusters to internal power.

WHEELER: Cluster motor's on internal.

MURROW: Until this moment the missile has gotten all its power from normal ground generators. Just before launch it switches to its own internal batteries. It is tested briefly now and then, quickly returned to ground-power to preserve the batteries.

CHANDLER: D 7 - sixty.

MOSER: Roger - inverter 1 okay?

CLAY: Roger, Bob.

MOSER: Inverter 3?

CLAY: Roger.

MOSER: Measuring voltage?

CLAY: Roger.

MOSER: Boom seven fifty, off?

SWEAT: Roger.

MOSER: Prep complete off.

SWEAT: Roger.

MOSER: Cluster transfer switch off.

WHEELER: Cluster transfer switch off.

MOSER: Verify that the cluster stayed on internal.

WHEELER: Cluster on internal.

MOSER: All right. Stand by for power transfer off.

CHANDLER: Power transfer test off.

MOSER: Roger. Thank you. Give me a check from all stations auto pilot rack.

WHITESIDE: Roger.

MOSER: Propulsion panel.

SWEAT: Roger.

MOSER: Generator panel.

CHANDLER: Roger.

MOSER: Measuring panel.

CLAY: Roger.

MOSER: Cluster control panel.

WHEELER: Roger.

MOSER: Guidance rack.

AUSTRANDER: Roger.

MOSER: Pad safety.

MAN: Okay.

MOSER: We're T-minus three minutes on my mark. Mark minus three minutes.

MURROW: The missile is now alive with spinning hardware. The gyros are spinning, the satellite is spinning, and if one could see the cluster, it would look like this.

MOSER: 2 minutes thirty seconds - arm destruct package.

CLAY: Destruct package armed.

MOSER: Pad safety note - close your hold fire.

FITZPATRICK: You're clear to launch.

MOSER: Range safe indication, Roger.

SWEAT: Right.

MOSER: Minus 2 minutes - firing key to launch position.

SWEAT: Firing key to launch position.

MOSER: Verify pre-launch out. Launch on.

SWEAT: Roger.

MOSER: Pay load timer zero.

DeAGRO: Pay load timer zero.

MOSER: Squib and link okay?

SWEAT: Roger.

MOSER: Stand by to transfer cluster to internal. One minute forty seconds. One minute thirty-five. One minute thirty seconds. Transfer cluster to internal power for flight.

WHEELER: Cluster on internal.

MOSER: Verify ready to fire.

SWEAT: Roger.

MOSER: Telemeter tape on.

BOGART: Telemeter tape on.

MOSER: On my mark, it will be sixty seconds - 4 - 3 - 2 - 1, mark sixty seconds final weight reading. Automatic LOX topping off.

SWEAT: LOX replenishing, off.

MOSER: Fifty-five seconds. Firing Command.

SWEAT: Firing Command.

MURROW: This Firing Command button does not actually fire the missile but sets into motion a series of automated commands, which terminate forty-five seconds later with final ignition and take-off.

GONZELES: Twenty -- twenty-two.

SWEAT: LOX Tank pressurized.

CHANDLER: Power Transfer.

MOSER: Nineteen.

SWEAT: LOX start - Tank pressurized.

MOSER: Seventeen. Sixteen. Fifteen. Ten.

SWEAT: Fuel start tank pressurized.

MOSER: Five seconds, four, three, two, one.

SWEAT: Ignition. Main stage. (SOUND OF BLAST-OFF).

MURROW: The Range Safety Officer - watch his hand. (EXPLOSION)

DEBUS: Stay in the block house. Stay in the block house. Stay in the block house.

VOICE: Look up here.

MURROW: For one hour the block house remained closed. There was no crisis, no confusion -- just the depression that comes from defeat and no air conditioning, and the disbelief that a year's work now looked like an oil dump fire, occasionally sprinkled with luminous splinters of drifting debris. Project Sixteen, or Space Lab Number 1, died here just about four hours ago. It died right here near the launching pad. Most of the pay load is down here in this gully. You'll find other bits and pieces of it scattered out here on the smoking debris on the other side of the road.

Normally, after a launch, that launching pad is as clean as a dinner plate, and you can see what it looks like now. The life of this missile was a little more than five and a half seconds. It was blown up by the Range Safety Officer just shortly after it tilted off the pad. The price of missilery is high. You see here only a little bit of it. What you can't see is the fact that thousands of people spent more than a year developing this Project; testing it; feeling its pulse; taking its temperature, until they all developed a real affection for it. It came to be almost like a human being, and as you watched them walking around that missile, while it was standing there in solitary splendor, you had the feeling that every one somehow stood up a little straighter than he normally did. It was a great sense of pride and accomplishment, and then in five and a half seconds, it was all over. Doctor Debus, what happened?

DEBUS: Well, Mr. Murrow, I think we have traced this failure element back to an inverter which is a machine to transform D.C. - this battery power, into a four hundred cycle A.C. and is used for control purposes, and at lift-off, the missile lost control and tilted over, and was five seconds later, destroyed by the Flight Safety Officer.

MURROW: And I understand that you have already retrieved that vital part, and it's on its way in an aircraft to Huntsville. Is that right?

DEBUS: This is right. Yes. We have checked it and it has absolutely no output and must have an internal failure developed at lift-off. A twin to this inverter is right here. You can see where it sticks.

MURROW: That's the one that worked properly, and the other one was ....

DEBUS: This is right. This one worked properly and the other one is in for a post-mortem.

MURROW: What next, General Barclay?

BARCLAY: In spite of the fact that Missile Sixteen came to an untimely end, we have its twin under way. We are planning another shot of this same pay load in the same missile in two months. On Monday of next week, or three days from now, we will have a definite schedule, and we're already at work to replace this, and have another shot which we hope will accomplish the scientific mission that was intended for this one.

MURROW: Well, we hope you will permit us to be with you when you fire the next one. Twenty-four hours ago, when we were shooting some of the assembly of the component parts of this missile, we thought that by this time we would be tracking it while it was in orbit. As you see, this is what is left of Project Sixteen. The disappointment is not the loss of money, the twisted metal, or the man-hours involved. It is rather the fact that had it succeeded, it would have pushed back the frontier of man's knowledge just a little. That pay load would have been one of the reaching fingertips of science that would have brought to mankind a little knowledge that he never before had had. So this is the end of this particular Project. There will be another, and when it is done, we shall hope to report it to you.

A brief footnote is required here. The post-mortem Doctor Debus mentioned was completed less than a week later and revealed that two diodes in the inverter, shown here, which should have been a quarter of an inch apart, touched during vibration,

at lift-off, shutting off power to the guidance system, and causing it to fail. Doctor Debus reports that in the future all inverters will be potted in a special plastic compound to prevent such a thing from happening again.

ANNOUNCER: There is an important epilogue to the story of Project Sixteen which Mr. Murrow will report to you after this word from Bell & Howell.

(ANNOUNCEMENT)

MURROW: Project Sixteen died on July 16th, 1959. Three months later, on October 13th, just two weeks ago today, they tried again with Sixteen A - the same kind of Juno II missile - the identical IGY satellite pay load. As before, the countdown started twelve hours before launch time. Lift-off was 10:30, Eastern Standard Time. As the sixty-ton space vehicleslowly lifted itself off a meticulously clean pad, Doctor Debus and his colleagues watched from the front of the block house. Then they all moved to the telemetering panel to sweat out the mission. In the first eighteen seconds, the missile rises only twelve hundred feet.

DEBUS: Sixteen - there is your sound. The lateral is all right. The dovap tone is doing fine.

MURROW: As the dovap tone increased to that satisfying growl, indicating proper performance, the gyroscope informs the computers that the tape machine can begin to program the trajectory of the missile. At the beginning, the arc northward is imperceptible, at twenty thousand feet, the arc increases.

DEBUS: Go on, baby -- go - go - go. Velocity is fine on the nose. The velocity is right on the nose.

MURROW: At fifty thousand feet, or ninety seconds after takeoff, the big bird is visibly on its way northward.

DEBUS: Can you turn up the tone a little bit? Good! I hear - let it sound. Let it sound.

MURROW: The big Jupiter booster, now practically drained of its fuel and liquid oxygen, was scheduled to have cut off its engine after one hundred and eighty seconds. This came at one hundred and seventy-nine seconds. Separation, which means the empty booster, dropped off from the upper stages occurred six seconds later.

DEBUS: This is still okay.

MURROW: At two hundred and fourteen seconds, the shroud was jettisoned again from a signal programmed into the tape machine.

DEBUS: Now you have to wait.

MURROW: For the next six minutes, there is nothing to do but wait.

DEBUS: Can you tell now?

MURROW: Now, right on schedule, at five hundred and forty-two seconds, the second stage, the cluster of eleven spinning solid fuel rockets, are fired. Nine seconds later, the third stage of three rockets, fired. Again, nine seconds later on, or nine minutes and forty-five seconds after lift-off, the final rocket pushing the satellite, ignites...

DEBUS: (DEEP SIGH OF RELIEF)

MURROW: ...and precisely six seconds later, hurls the satellite into orbit.

DEBUS: No. No. No, not yet.

MURROW: It is now one thousand and thirty miles from Cape Canaveral Southeast of New York and Philadelphia, and traveling seventeen thousand miles per hour, and if a camera could see the satellite, it would look like this, but if it can't be seen, it will soon make its new voice heard around the planet. For the success of Sixteen A will not be assured until tracking stations around the world report in. Then, at one hundred minutes, the Goldstone tracking station in the California mountains, tracked the satellite crossing the Pacific Coast in its first pass over U.S. soil. The ninety-pound scientific pay load is now firmly in space, circling the earth once every one hundred and one minutes. Much will be learned from Project Sixteen A about the cosmos of outer space, but perhaps even more will be learned from the tragedy and failure of Project Sixteen. That is the end of our "Biography of a Missile." It also marks the end of the Army's career in space, for last week the President transferred von Braun's Huntsville team and their Saturn project to the National Aeronautics and Space Administration. If Explorer VII is to be the Army's last salvo in space, it is perhaps a fitting epitaph.

Good night and good luck.

(ANNOUNCEMENT)

SMITH: This is Howard K. Smith. One of the chief unsolved problems of our time is the dizzily increasing number of people trying to make a living on a limited earth. Watch the CBS REPORT on the Population Explosion on November the 11th.

November 26, 1959

PETER BLACK'S Television

ED MURROW said of *Countdown*, his film report for C.B.S. on the life of a space rocket: "We hoped to make the firing of a missile as exciting as the firing of a .45."

This remarkable film exceeded Murrow's hopes. Shown as a combined presentation by ITV's big three last night, it roused a high degree of excitement and wonder; and I speak as a man who in principle is anti-rocket, anti-missile, and anti-space.

By the time Murrow had finished with me I was ready to declare that space travel is not just the aim of immature persons who have not the patience to clear up behind them. He had me sharing his own sense of pride and achievement.

The technical data of the film illustrated the length American television is prepared to go for a programme once it has decided to do it. This one took more than ten months to prepare. The final 54 minutes were the distillation of a total of 15 hours of film.

Murrow's commentary and interviews got through quite early on with a lucid explanation of how a rocket motor works, which in itself was a feat of television technique.

The exposition was so clear that by the time for the count down sequence, the key equipment, and characters had become familiar enough for the commentary to do little more than nudge.

☆

The shape and rhythm of the cutting during this sequence were masterly . . . from face to face from instrument back to face, back to a long shot of the deserted launching site, with the huge rocket towering up . . . back to the faces, and calmness going out of the voices as the firing moment came up.

These scenes communicated the atmosphere of disappointment and, later, success with the intensity of a poem.

Altogether it was another vindication of Murrow's repeated argument that factual television can be as entertaining as a whodunit. But, of course, only the audience figures can really prove a point.

Thanks to television's mind-broadening influence I was able to follow *Sportview's* examination of the crisis in British football.

It seemed a rather bonehead affair, thanks to not enough straight reporting and much discussion between men who had not even agreed such ascertainable facts as how much a footballer earns.

Still, it confirmed my innocent view that here is the remedy. There is nothing like doubling a man's income to make him feel better.

U.S. ROCKET "BIGGEST"

CLAIM ON SATURN PROJECT

BY OUR DEFENCE CORRESPONDENT

THE Saturn space rocket, now under development in the United States, will be the biggest rocket fired anywhere, "including probably the Soviet Union," when it is launched, according to Dr. Wernher von Braun, the rocket scientist.

He said this in "Count Down," an American account of a missile launching shown on Independent Television last night.

The programme, dealt with a Juno 2 space research rocket, launched from Cape Canaveral on July 16 as Project 16. Dr. von Braun said that Saturn would have eight Jupiter engines, would use a complete Inter-Continental Ballistic Missile as its second stage, would have a sophisticated third stage, and would develop 1,500,000lb of thrust.

The film was remarkable in that it ended frankly in disaster. The 60-ton rocket of Project 16 was deliberately blown up 5½ seconds after launching, because its guidance system went wrong. But Project 16A another Juno 2 rocket, was fired successfully on Oct. 15.

NEWS CHRONICLE, THURSDAY, NO

In my VIEW

Von BRAUN AND THE ROCKET FLOPS

By Norman Hare

I MAY be a little touchy, but I am afraid I react rather badly to people like Dr. Werner von Braun and Dr. Kurt Debus.

Some 15 years ago they were planning the destruction of Britain by rockets. Last night on ITV's "Countdown"—the biography of a missile—they were seen still planning, though on a somewhat larger scale, to send a missile into space.

The belief that the same people who were terrorised by these two men and their missiles would enjoy a programme about them and their latest "toy" was a major error on the part of Associated-Rediffusion, ATV and Granada, the three companies who combined to present it.

Boring jargon

They had been told that "Coundown" made a tremendous impact when televised three weeks ago in the United States. I cannot see why.

For the most part it was a boring recital of scientific jargon that even Ed Murrow could not make interesting. The final launching and failure of the rocket to rise was dramatic enough, but this kind of thing has been seen before in television. And it all seems a little outdated since the moon rocket.

Earlier, on B.B.C. Charlie Drake gave a performance that proves that he is one of the funniest men on television. His half-hour was full of laughs as he portrayed a little man who becomes a tobacco addict.

It was slapstick, situation-comedy and there was hardly a line that was witty or clever. But little Mr. Drake is the kind of comedian who can make people laugh by poring down Grandma's ear trumpet.

He is a natural funny man, and if all the predicaments are as amusing as the ones he found himself in last night his series is sure to succeed.

VIA COMMERCIAL CABLES

November 13, 1959.

C.B.S. INC.
NEWYORK

FOR FRIENDLY GRANADA NEEDS TAPE OF OPENING CLOSING THEME FOR MISSILE SHOW ALSO FEW HUNDRED FEET MIXING OF SOLID PROPELLANTS ALSO PROMOTIONAL MATERIAL PLEASE SHIP DIRECT TO HARRY ELTON ~~XXXXX~~ GRANADA TELEVISION MANCHESTER 3 AND ADVISE US WAYBILL NUMBER ETCETERA STOP ALSO WANT ~~TEXXNEWXXXTEXXXTEX~~ FORECAST OF SATELLITES PRECISE POSITION AT 22.25 GMT WEDNESDAY NOVEMBER 25TH ALSO TOTAL NUMBER OF ORBITS AND WOULD APPRECIATE ANY ADDITIONAL INFORMATION RELEASABLE EVEN THOUGH TENTATIVE STOP WOULD VAN ALLEN BE WILLING DO TWO THREE MINUTES ON FILM SUMMARIZING FINDINGS ON TUESDAY MORNING NOVEMBER 24THSTOP INFORMATIVELY SHOW SCHEDULED HERE XXX 21.30 GMT NOVEMBER 25TH ITV PLANNING BIG BUILDUP STOP PLEASE CABLE YOU END CREDITS FOR INCORPORATION HERE PARAGRAPH WOULD APPRECIATE DECISION SOONEST REGARDING MY RETURN ALTHOUGH FULLY UNDERSTAND THIS DECISION NOT EXCLUSIVELY YOURS REGARDS

MURROW

Cable to Fred Friendly: November 3, 1959.

Commercial Cables.

C.B.S. Inc.
New York.

For Fred Friendly Missile epilogue superb stop Tentatively planning Continentward November 17th but necessarily leaving decision about my coming New York up to you and superiors regards

Ed Murrow.

ARMY BALLISTIC MISSILE AGENCY
U. S. ARMY ORDNANCE MISSILE COMMAND
REDSTONE ARSENAL, ALABAMA

IN REPLY REFER TO ORDAB-X

30 October 1959

Accept Regret
Appropriate action
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FYI JSM
Note & return
Phone
Reply direct
Return to sender
Check
Suggest reply
To discuss
Data on file
Take appropriate action
Copy to
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Mr. Frank Stanton, President
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Stanton:

We at the Army Ballistic Missile Agency were thrilled and delighted at your presentation of "The Biography of a Missile."

You did a marvelous job of presenting our aspirations, our tribulations, and the glory of success which makes a scientific development worthwhile - all this in terms familiar to and understood by the man in the street.

Our whole Agency joins me in sending you our congratulations and heartfelt thanks for this outstanding program.

Sincerely yours,

J. A. Barclay

J. A. BARCLAY
Brigadier General, USA
Commander

28125 promurrow exfriendly last nights show was blockbuster both in public print and circles that mean most to you and me and I must add that rossi mack barnett pictures sound came through like million dollars sending print and press tonights plane

regards burke

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, N.Y.

FRANK STANTON

President

October 30, 1959

Dear Mr. Murrow:

When he telephoned from Pebble Beach this morning, I told Dr. Stanton about the arrival of these telegrams.

He thought you might be interested in seeing them, and asked that I send copies to you in London.

Sincerely,

Winifred Williams

Secretary

Mr. Edward R. Murrow
Connaught Hotel
London, England

ww

RECEIVED

1959 OCT 29 8:37

C B S TELETYPE ROOM N.Y.

Accept Regret
Appropriate action
Background?
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Note & Return
Phone FS
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To discuss
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WU028 DL PD AR

TDN PS WASHINGTON DC OCT 29 722P

FRANK STANTON PRESIEXXX PRESIDENT C B S

/REPORT DATE AND TIME DELIVERY HCW ST WADSWORTH

STATEN ISLAND NY/

DA445471 FROM CINFO

"BIOGRAPHY OF A MISSILE" IS THE FINEST DOCUMENTARY ON THE ARMY MISSILE PROGRAM THAT I HAVE EVER SEEN. CONGRATULATIONS ON A MOST OUTSTANDING ON-THE-SCENE PRODUCTION WHICH VIVIDLY PORTRAYS THE LONG TEDIOUS MONTHS OF PREPARATION AND THEN THE HUMAN EMOTIONS OF OUR MISSILE MEN BOTH IN THE UNSUCCESSFUL AND SUCCESSFUL LAUNCHING OF A MISSILE. IT WAS A MAGNIFICENT SHOW.

SIGNED L L LEMNITZER

GENERAL UNITED STATES ARMY CHIEF OF STAFF

CINFO DA 292254Z ZFF1

825P..

FM DA WASHDC

TO MR FRANK STATON PRESIDENT COLUMBIA BROADCASTING COMPA

45 MADISON AVE NYK

DA GRNC

BT

UNCLAS DA445413 FROM SECRETARY OF THE ARMY WILBER M. BRUCKER

1. I HAVE HEARD MANY COMPLIMENTS OF THE COLUMBIA BROADCASTING SYSTEM,S EXCELLENT TELEVISION PRODUCTION, "THE BIOGRAPHY OF A MISSILE." I WANT YOU TO KNOW THAT WE IN THE ARMY APPRECIATE THE MAGNIFICENT EFFORT MADE BY CBS AND MR. EDWARD R. URROW IN PRESENTING TO THE AMERICAN LUBLIC SUCH A REALISTIC STORY OF THE PAINSTAKING PREPARATION, SKILL, PATIENCE AND SOMETIMES GREAT DISAPPOINTMENT, THAT SO APTLY DEPICS THE TRUE LIFE OF A MISSILE. IT IS PROGRAMS SUCH AS THIS THAT MAKE AN IMMEASURABLE CONTRIBUTION TO THE DEFENSE PROGRAM OF OUR NATION AND THE FREE WORLD.

CFN DA445413 1

PAGE TWO RUEPC S2B

2. THE MEN AND WOMEN OF THE UNITED STATES ARMY JOIN WITH ME IN EXTENDING TO YOU AND EVERYONE WHO HAD A PART IN ITS PRODCTION OUR HEARTIEST CONGRAUTLATIONS

BT

CFN 2

29/2231Z

R 292228Z

FM CINFO DA WASHDC

TO MR FRANK STANTON PRESIDENT COLUMBIA BROADCASTING SYSTEM 485 MADISON AVE NYK

DA GRNC

BT

UNCLAS DA445423 FROM CINFO SGD QUINN

MY SINCERE CONGRATULATIONS ON THE MURROW-FRIENDLY CBS PRODUCTION. "BIOGRAPHY OF A MISSILE." THE REPORTORIAL INTEGRITY AND DRAMATIC IMPACT OF THIS PRODUCTION HAVE, IN MY OPINION, NEVER BEEN SURPASSED BY THE TEWEVISION INDUSTRY. MR. MURROW AND MR. FRIENDLY HAVE COLLABORATED IN ONE OF THE FINEST OF THEIR MANY FINE PRODUCTIONS.

MY INITIAL IMPULSE WAS TO TELEPHONE MY REACTIONS IMMEDIATELY FOLLOWING THE PROGRAM, BUT DECIDED TO AWAIT THE GENERAL ARMY REACTION. I CAN NOW REPORT THE ENTHUSIASTIC APPRECIATION WITH WHICH "BIOGRAPHY OF A MISSILE" WAS RECEIVED AT ALL ECHELONS THROUGHOUT THE ARMY

BT

CFN DA445423

29/2235Z

CBS INTERAGE MEMORANDA
RECEIVED

169, PICCADILLY W.1
28 OCT 1959
TEL. HYDE PARK 9051

CCC-PY

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EDWARD MURROW CONNAUGHT HOTEL LONDON =

WE AGREE WITH CRITICS MISSILE SHOW TRULY OUTSTANDING =

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1959 OCT 15 AM 3 02 5

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PRESS COLUMBIA LDN

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REGARDS BURKE

~~100~~ ~~8.30~~ ~~24~~

CONFIRMATION OF CABLE

TELEPHONED AT 335 Am

BY

COMMERCIAL CABLE COMPANY
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LONDON WALL 5678 TELEX 22911 COMCABLES LN

COMMERCIAL CABLE COMPANY
27 33 WORMWOOD STREET EC 2
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169, PICCADILLY W.1.
-9 OCT 1959
TEL. HYDE PARK 9654

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CCC-PY

PY38 EFD1342/TWXB4 NEWARK 109/106 1/59/51 9 1030A

PRESS COLUMBIA LONDON

09112 KENDRICK PROMURROW EXFRIENDLY SOMETIME WHEN YOU RECORDING WOULD YOU RECORD THESE LINES STOP FOR MOOD PURPOSES YOU WILL REMEMBER THAT THIS IS DURING THE COUNTDOWN QUOTE UNDER THE SHROUD AT THE TOP OF THE MISSILE COMA THE TUB HOLDING THE CLUSTER OF SOLID FUEL ROCKETS BEGINS TO +

09112 +

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SPIN UNQUOTE ANOTHER REDO QUOTE AT ZERO MINUS TEN AND ONE HALF HOURS THE FINAL STAGE ROCKET IS HOISTED INTO POSITION HIGH ABOVE THE PAD AND MADE PART OF THE CLUSTER UNQUOTE HAD BREAKFAST WITH MENON WHO RARING TO GO AS ARE BLEASON BROWN WHO HAVING LOVE AFAIR STOP GOOD SHOW LAST NIGHT REGARDS =

BURKE +

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CONFIRMATION OF CABLE TELEPHONED +

CONFIRMATION

CCC-PY

COMMERCIAL CABLE COMPANY
27-33 WORMWOOD STREET E.C.2
LONDON WALL 5678 THLX 22911 COMABLES IN

BIOGRAPHY OF A MISSILE:

About ten months ago we decided to try to film the biography of a missile. We were aware that the Russians were well ahead of us in the thrust developed by their rocket engines. Americans had seen fleeting glimpses of missiles taking off into the wild blue yonder, or blowing up on the launching pad. We determined to try to tell the story of "Project 16" from blueprint to lift-off. It employed a modified Jupiter missile known as a "Juno II" designed to place in orbit a satellite weighing slightly more than ninety pounds. The project was part of the International Geophysical Year. We hoped to teach our fellow-countrymen a little of the complexity of the missile age, to arouse their curiosity - stimulate their interest in a subject which is not easy for the layman to understand. It was not easy for us to understand.

At the outset it was agreed by the United States Army, the Aeronautics and Space Agency, that we would report this missile and its mission regardless of whether it succeeded or failed. What follows is our effort to make that report.

The missile designed to put Project 16 into orbit employed a combination of liquid and solid propellants. Here is how the solid fuel was mixed.

The team that designed, caused to be constructed, and finally fired Project 16 was largely composed of former Germans, now United States citizens , who served Nazi Germany in the development and launching of the V-2's at Peenemunde

E.R.M. TO RECORD AT NEXT CONVENIENT SESSION.

MISSILE SHOW - DURING THE COUNTDOWN:

1). "UNDER THE SHROUD AT THE TOP OF THE MISSILE, THE TUB HOLDING THE CLUSTER OF SOLID FUEL ROCKETS BEGINS TO SPIN".

2). "AT ZERO MINUS TEN AND ONE-HALF HOURS THE FINAL STAGE ROCKET IS HOISTED INTO POSITION HIGH ABOVE THE PAD AND MADE PART OF THE CLUSTER".

Bio. of a Missile

PERSONAL April 20, 1959

Colonel Henry Smith Newhall
Ordnance Corps Commandant
Ordnance Guided Missile School
Redstone Arsenal, Alabama

Dear Hank:

We are finally in a position to start work on the project we discussed at Canaveral. Briefly, what we want to do is this - a program that would run one hour and deal with the anatomy of a missile from blueprint to firing. This would include, of course, a considerable chunk of your school and how it operates, but, basically, we want to show folks the complete life history of a missile, similar to a piece we did several years ago on the B-47. Naturally, we would want a considerable chunk of Medaris in this.

Now, my cynical and experienced friend, you will tell me the best way to go about this. My own hunch is that the best thing to do is for me to concoct an appropriate letter and send it to my friend, Max Taylor, and get clearance from the top. That system has worked in the past with both Navy and Air Force and I see no reason why it shouldn't work with the poor, old,forgotten Army. What say you?

As ever yours,

ERM:skh

cc: Mr. Irving Kahn

Telegramm - Télégramme - Telegramma

von – de – da	No	Wörter Mots Parole	Aufgegeben den Consigné le Consegnato il	Stunde Heure Ora
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PRESS EDWARD R MURROW

BEAU RIVAGE HOTEL GENEVA -

ON PAGE BEE OF IRAN WHERE LINE QUOTE DONKEY TRAIN UNQUOTE

PLEASE CHANGE TO QUOTE CAMEL TRAIN UNQUOTE FRIENDLY +

COL R MURROW RIVAGE FRIENDLY +

TT 2ter III 58 A 5 O 65 Auf Wunsch werden die Telegramme zutelephoniert Sur demande, les télégrammes sont téléphonés A richiesta, i telegrammi sono telefonati

(ON CAMERA)

MURROW: CBS REPORTS... "Iran... Brittle Ally".. continues after this word from Bell and Howell...

CBS REPORTS... "Iran... Brittle Ally"... continues after this word from B. F. Goodrich...

"Iran... Brittle Ally"... will continue after this word from Bell and Howell...

"Iran... Brittle Ally".. . will continue after this word from B. F. Goodrich...

Our report on Iran will continue after this minute with Bell and Howell...

Our report on Iran will continue after this minute with B. F. Goodrich...

MURROW: Our report on Iran will continue after this word from Bell and Howell...

Our report on Iran will continue after this word from B. F. Goodrich...

CBS REPORTS will continue with the Shah and his campaign to break up the land, immediately after this word from Bell & Howell ....

MURROW: And an American helping the Shah with his task....

MURROW:
OR
BURDETT

The Shah works his cabinet hard, forces new blood in whenever possible... takes intense pride in all kinds of bureaucratic reform... even so slight a victory as one of his young Ministers cutting down on red tape...

Insert 9.

(GOODARSI AS EDITED... ON LETTERS)

INSERT 9 - GG

The Shah meets with his Cabinet each week - appears to be thoroughly familiar with all departments of administration, and takes pride in even "little victories" in the field of bureaucratic reform, such as one accomplished by a young department head in the Plan Organization.

FF

MURROW: (OVER PRAYING) Although The Iranians are members of the Shiah Sect which worship Allah, they are not Arabs. Actually, the word Iran means Aryian and they make a point [redacted] of the fact they do not share the fierce Arab nationalism and are, in fact, the only Middle East country that carries on any kind of substantial relationship with Israel... and one of the first Moslem countries anywhere to recognize her existance... The Shah said this to us...

(SHAH ON HATRED AND COMPLEXES)

EE

[redacted] ingenious stateside instructors have turned out some very respectable Eliza Doolittles.

DD

made M-47's. Eight more battalions are scheduled to get new armor by the end of next year. One of the most knotty problems for any military mission is maintenance where a semi-literate people are overnight asked to manipulate intricate machinery in a language and technology they do not understand. ~~So we run maintenance schools,~~ but it is extremely difficult where the names of some of the parts don't exist in the Persian language and when not a single member of the American Military Mission is a master of the local tongue. The Shah, recognizing this, has, by proclamation, made English the second official language of the country, and many young officers undertake an intensive language course thirty hours a week for twenty-four weeks, in which tape machines, playback equipment, and some

Insert 9-

INSERT 8 - PAGE DD.

So, under American guidance, the Iranians have established a number of new maintenance schools.

cc

~~Recently these attacks have stopped.~~ Even in the atomic age, the Iranian horse soldier is not obsolete, and American cavalrymen are teaching the lessons in tactics and reconnaissance once taught so skillfully at Ft. Riley, Kansas. This is a walkie-talkie cavalry charge in the Zagros mountains where tanks and jeeps can do only so much. American specialists are teaching Iranian soldiers the care and handling of thirty calibre machine guns and there are constant maneuvers with 155 millimetre howitzers lobbing their shells across the Iranian mountains. If war ever came here it would be not unlike Korea, and this is Pork Chop, HILL HEART BREAK RIDGE territory. There is a mission for the heavy tanks here, too, and there are four battalions equipped with a total of more than two hundred Detroit-

~~common mess with the Iranian soldier in the field~~. The big meal of the day is a soup of potatoes, peas, corn and meat doled out with mountains of rice from one field kitchen serving as many as two thousand six hundred men. Each soldier also receives two loaves of bread a day, "but no jug of wine in the wilderness". Under a two hundred and eighty-nine million dollar military construction program (of which the United States will supply seventy-nine per cent of the money over a three year period) ~~the Iranian Army is moving into modern garrisons at permanent strategic outposts near the Soviet border~~. The Russians, incidentally, in their vitrolic radio attacks against the Shah and his government, say that these are intended as American missile bases.

Insert 7-

INSERT 7 - PAGE BB

The Iranian Army's field divisions this winter will begin moving into modern garrisons strategically placed under Iran's over-all defense plan.

A.A.

meager total of eleven thousand men that graduate from all of Iran's High schools each year unless they freely volunteer and pass their officer's exams. We are told that this will all change by next year -- as will the rough conscription methods. Under a bill already approved by the Shah and expected to be passed by the Majlis (the Iranian parliament) the high school graduate will be subject to the draft if he fails his officers' exams and go on to become a private OR A non-commissioned officer. As of now, ALL non-coms are ~~chosen only from regulars~~ VOLUNTEERS who enlist ~~for~~ ON a six-to-eleven year ~~hitch~~ contract and so the Iranian draftee remains a private for his two years' service at [redacted] 29 Rials a month, or 39 cents. The American Military Mission ~~supervises~~ advises ON all aspects of training, ~~and our instructors share a~~

will surround a village and pack the youngsters into trucks at bayonet point, or, more politely serve a quota on the village chief who acts as the draftboard. In the cities (like Teheran or Isfahan), a young man is liable to be picked off the street individually, or herded off a bus collectively if he can't prove that he has already completed his two years national service, or that he's a high school graduate. When a man receives his rather unceremonious Iranian Army greetings, he is washed and shaved completely, and issued his uniform. In the Army, as in the rest of the country, there is the CONSTANT distinction between those who are destined to work with their hands and those who ARE not ... High school graduates cannot be drafted. Under existing law, the Army can't touch any of the

Y

Oh our Lord, may our three coloured flag be forever raised.
Amen.
Oh our Lord, keep safe our kinsmen and those who are far from our country.
Amen.
Oh our Lord, remember those who have been martyrs for their country.
Amen.
To the health of the Iranian Shahanshah.
Hurrah....Hurrah .... Hurrah.

At least eighty-five percent of Iranian draftees are illiterate, but they nake sturdy and resourceful mountain and desert ~~soldiers~~ TROOPS. The methods of recruitment, however, are not exactly in the western tradition. The Army itself goes out into the tribal areas and drafts the conscripts in bulk. A battalion

X

a nation almost eighteen times larger, has an army only eight times as big.

IRANIAN ARMY
IN CHEERING PRAYER

The soldier's oath, part of the morning reveille ceremony, is a salute to the Shah "In the name of God, the Compassionate, and the Merciful, thanks to the only God who gave us his soul which he sacrificed for Iran"... "We the soldiers of Iran, who are gathered at this garrison for the protection of our dear home, and who now face our God, we ask him tenderely:
Oh our Lord, keep the splendour and the dignity of our Shahanshah eternal.
Amen.
Oh our Lord, give us the strength to protect the Khan's Crown and throne.
Amen.

ARMY-1

W

MURROW [redacted]: Since the 1953 Mossadegh oil crisis, Iran has been sustained by a series of injections of American money, mostly in the form of military assistance. After the blowup in Bagdhad of July 14, 1958, when General Kassim and his anti-western army group grabbed power and dealt the Bagdhad Pact a body blow, military aid to Iran was geometrically stepped up. The United States military mission to Iran is now the largest training mission we have anywhere in the world with the exception of Formosa. The Iranian Army which used to be dispersed around the country to maintain internal security, has been strategically redeployed as a mobile defense force in key [redacted] areas under a comprehensive defense plan which we supervise. Today there are over a hundred thousand Iranians in the Army. The United States,

The Shah is willing to pay for all this himself, if necessary, but wants the World Bank to help on the entire development project, and ~~they are~~ THIS IS now BEING NEGOTIATED ~~studying various loan applications~~. The World Bank, which has already contributed to Iran's ~~development~~ DEVELOPMENT program and has built a series of cross-country roads, is known to be fearful that the ~~three~~ four-dam scheme may be too ambitious and that the Iranian economy and tendency toward military spending may be too big to warrant the loan. David Lilienthal, whom most Americans remember for his work at TVA, and as the first Chairman of the United States Atomic Energy Commission, is the head of the American firm which is building the dam for the Shah. This is strictly a business deal... no American aid is involved...

conquerors transformed into a wasteland that contributed its uncontrolled waters only to the sea.... This is the site where the test borings and construction tunnels are now being sunk, under the direction of United States and Dutch engineers and other technical experts... This is Gordon Clapp, and let him tell you about an engineer's dream, and a Shah's prayer...

(CLAPP AS EDITED BY THOMPSON OVER PICTURES)

The Dez Dam --- which takes its name from its savage and spectacular location in this towering canyon of the Dez River --- is but one of three such hydro-electric and irrigation projects the Iranians want to build. This one is expected to be completed by the end of 1962 and will cost about fifty-nine million dollars.

MURROW: For centuries alchemists have been attempting to transform dross into gold.... water into oil. In Iran the miracle worker must do the opposite and the Shah, who knows that miracles come from technology and not wizardry, has stated ---

Pls record anyway →

(ON TAPE IF THE QUALITY IS GOOD) " The re-discovery of water may prove a more meaningful factor for Iran than the voyaging of outer space"... To bring water where there is none and control it for agriculture, the Shah and his cabinet have brought to Iran the same team that engineered and built the vast dams like Norris and Muscle Shoals that saved our own Tennessee Valley. The site is the Khuzestan region where thousands of years ago great rivers and canals provided a high standard of living and which neglect and

One man, Abol Ebtehaj, who used to run the government's Plan Organization, loves Iran and the Shah enough to speak the truth.. thinks oil revenues are not being properly used...

(EBTEHAJ AS EDITED)

~~BURDETT~~: But not even a King or a Shah can order emancipation and get it overnight. The Shah's father, Reza Shah the Great, in the mid twenties, prohibited the wearing of black veils over women's faces, but to this day the custom endures in some quarters. The Shah has encouraged the growth of a ~~two political parties~~ two party system (while banning the Communist party) but the second party is weak and ineffective. The Shah talks about the ~~freedom~~ freedom of speech encouraged ~~at~~ at the distinguished Teheran University but it is virtually impossible to find students willing to criticize the government... even the newspapers are bland and unwilling to take a stand on the vital domestic issues unless they get the word...

Q.

The Shah would also like to distribute the land of [redacted] some two thousand villages which are held under public domain laws. But the ownership rights are confused - the lands have never been surveyed and there may be years of litigation before reform can begin on these lands. Basically, the problem in land reform is how fast the Shah and his government can push, persuade and cajole the propertied class (including some members of his own family and his own government) to pursue what amounts to [redacted] enlightened self-interest.

village (the ancient argument found among farmers even here as to local versus Federal authority)... PAUSE... We figure translation of this town meeting is not required... The only obvious winner is democracy....

boys go to a new school with two ~~lady teachers~~ specially trained TEACHERS from Teheran... Even the Khan, with all his power over his village, is subservient to a more powerful Khan in the next village who shares in the ten thousand dollar annual revenue the local Khan derives from the land, and is the final authority on all decisions, personal or otherwise. In the distributed village - democracy - with all its obvious limitations, holds forth. This is the equivalent of a meeting of the town council. The young man in the business suit is from the state agricultural bank and the animated discussion concerns the unwillingness of the farmers to let the central authority have too much of a say in the running of the

If the tenant farmer can supply the livestock the most he can hope for is two-fifths of the revenue. In the reformed village the nine hundred farmers share six tractors and two trucks. The big problem here again is maintenance and the tractors have a life expectancy of only two years compared to ten in Iowa or South Dakota, but they are learning. In the Khan's village... the old water wheel where everybody including the buffaloes get washed... in the new village -- a new bathhouse built for and by the people who use it. In the Khan's village-- only thirty-two boys out of more than one hundred children do their learning in one classroom from one teacher.. In the redistributed village, fifty-nine girls and sixty-eight

M

~~Land Reform~~

Land Reform

In the feudal village the old Kurdish carts with inefficient wooden wheels just as they were centuries ago... in the redistributed new village... American ~~trucks~~ tractors paid for by a loan the villagers made on a long term basis from the agricultural bank which gets its money partly from American Point Four aid... In the old village-- the wooden plow that barely scratches the top soil... The classic pattern of the tenant farmer is one-fifth of the crop to the farmer, one-fifth to the landlord, one-fifth to the man who supplies the water, one-fifth to the man who supplies the seed, and the last one-fifth for the supplier of the beast of burden... in most cases, the [redacted] last four functions are performed by one man, the landlord.

Land Reform - [redacted]: It is possible to visualize what a giant step ~~from~~ forward the Shah's land-REFORM ~~forown~~ is, and what a shackle the ancient feudal system is by examining side by side two villages. We took our cameras to a redistributed village -- Khorin (actually twelve parcels which voluntarily formed themselves into a cooperative farm) and the undistributed, unreformed village of Sarukani with roughly the same acreage, owned and dominated by a landlord, a comparatively small Khan named [redacted] Abdullah Ghaderi. He has three wives and is looking for a fourth (his legal limit). He owns three other villages and told us he has fifteen hundred people working for him in his fields... "men, women and children"...

The Shah had hoped, by his example, to stimulate other big private landlords who control the majority of the country's arable land, to do the same thing. But few have done so.

to give away every acre of the eight hundred villages which he owns. This land reform ceremony occurred at Bojnoored, some five miles from the Soviet border. You are watching a man "defeudalize" twenty-eight thousand acres by dividing them among sixteen hundred Turkomen farmers who have probably not owned land for twenty-five hundred years. Each of these farmers receives about fifteen acres - will pay approximately twenty dollars an acre over a period of some twenty-five years. Thus far, the Shah has distributed almost four hundred thousand acres but has managed to affect the lives of only about one hundred thousand Iranians.

vigilant against the circle of corruption that surrounds the throne.

Land Reform

Morrow: ~~Burdett~~: One of the most exciting scenes in all Iran - far more exciting than watching an gusher come in - is the spectacle of the Shah personally going out to fight the battle against feudalism, sharecropping, and the entire concept of tenant farming. He knows that as long as peasants don't own their own farms and can be thrown off the land at the whim of the big landlord, they will have no real interest in improving the land or investing in it. Although the Shah's royal estates amount to only five per cent of the total arable land, His Majesty has instituted a crash program

Burdett to do this.

INSERT 6 - PAGE H.

But he is surrounded by a bloated bureaucracy (twenty-nine percent illiterate), by amiable incompetents, by family favoritism and corruption. His program of land reform is an earnest of what he would like to do. Here is Winston Burdett's report on that subject.

and His Majesty must provide a male heir to the dynasty which has been in his family for only two generations. / The Shah's marriage three days from now is anxiously anticipated. / Constantly protected by a spectacular bodyguard of five thousand strong, literate, picked men, His Majesty works harder than most Kings and many Prime Ministers (speaks more foreign languages than most members of the Diplomatic Corp). Whether at a State party in one of his many lavish palaces, or receiving Prime Minister Nehru... or the Soviet Ambassador, or the President of the United States, or dedicating a new cement factory or a jeep assembly line, he is the serious minded, dedicated sovereign ~~who wants to be his nation's George Washington but knows that he could become a Warren Harding or a Jimmy Walker if he is not constantly~~

Insert 6

free and half slave, that dams and roads and water have more to do with survival than lipsticks and oil and a privileged class. Like his father who rose from the army to establish the current dynasty in 1925 with aspirations of becoming Iran's Ataturk, the Shah keeps one eye on his spiritual destiny and the other on his political scalp. The Shahenshah, the King of Kings, is, at forty, a handsome sportsman... drives a Ferrari a hundred miles an hour... is a crack shot... an excellent skier... an enthusiastic horseman.. No playboy, his two first marriages ended in divorce because his first wife Fawzia gave him only a daughter and his beautiful Soraya, no child at all --

collateral for fourteen per cent, and as much as twenty and twenty-five per cent if you are less solid.
Economists believe that Iran, for all its oil wealth, is entering a period of high inflation and in the last year the country has lost forty-two million dollars in her foreign currency reserves. But all is not dark... there is enormous expectation for the future here and the feeling that Iran is going places. The Shah, who is not a dictator in the terms of a Nasser or a Kassim, is the dominant political force in Iran.
He does not control the parliament but has powerful influence on it... He knows, with much of his intellect and all his heart, that a nation cannot survive half

Insert 5

Iran is in a time of transition. The economic face of the country changes - the social structure, the social frustrations remain the same. Both wise and foolish spending have gone up. So have social and political dissatisfactions.

The Shah, who not only rules but reigns - is an authoritarian monarch running a highly centralized, largely illiterate state with the help of a highly organized political police. Parliament, like his Ministers, obey his will - without his assent no bill can become law.

When he talks of the future of Iran he puts the emphasis on economic rather than political equality.

INSERT 4 - PAGE C

....~~And~~ with the exception of a Khurdish village that they ordered us out of.

million dollars to serve the upper crust and the diplomatic corps (there are only fifteen thousand sets and Persian dancers, a local version of "What's My LINE" and "The Lone Ranger" are favorites). The station is owned by Habib Sabet who started as Teheran's first taxi driver in 1919 and today has many irons in many fires. Winston Burdett talks to him.

(SABET AS EDITED)

Television and the full spectrum of cola drinks, but sewage in open ditches and water supplied by donkey carts except for the few... the new Senate building.. will cost ten million dollars and the cost of living goes up ten per cent a year and you can borrow money from the banks against a solid

considerably better now. Here, Persian women buy pullover and cardigan sweaters from Scotland. or sixty guage nylon stockings at the rate of twelve hundred pairs a day. and liberation also means an electric iron and a Blender and a mix-master, and kiss-proof lipsticks and foundation creams and garments. The German manager tells things are booming and the help learns fast...

Winston Burdett

(MANAGER AS EDITED)

MURROW:

: The contrast to five years ago is remarkable when one remembers that during the oil crisis, the government was selling its officials' cars and carpets to keep the country going. There is even a television station built at a cost of one

hundreds of windowless caves made for storing bricks and used as apartments in the atomic age.

[redacted]The Iranian government imposed no censorship or limitation on what we could photograph ~~with the exception~~ of the slum districts of Teheran which we virtually had to bootleg through the window of a taxi cab as any tourist, of course, could do. The street merchants and colorful bazaars still flourish but Teheran is busy adjusting to a new phenomen~~e~~ON of the ~~space~~ SPACE age - the modern department store. This emporium, operated by West German business men, grossed five million dollars in its first year and is doing

Insert 4

~~competes with the classical beauty of its byzantine traditions~~. Between the two poles of glittering wealth and abject poverty sits this booming Metropolis with its crowded streets of Cadillacs and Mercedes Benz and Volkeswagon and London buses -- there are almost seventy-five thousand vehicles in this one city alone and some of the best traffic jams in the middle east... side by side with camel ~~donkey~~ trains... expansive office buildings and air-conditioned apartment houses in the middle of the city, and on the edge, the myriad-brick kilns, a forest of tall chimneys with the worst of the city's slums strewn among them, hovels without electricity or water,

Murrow: ~~BURDETT~~: Most Americans remember the capital of Iran in connection with the Teheran Conference of 1943 when Roosevelt, Churchill, Stalin ~~and Chang Kai Shek~~ met to chart the course of history. The Teheran of today is a city of headlong change and incongruity. It lives in a state of continuous tumult and transformation. It has tripled its population since the end of World War II, and is quite unable to keep pace with its own growth. Indeed Teheran is typical of many Middle East capitals; in its dual personality, in its dis-ordered growth, under the impact of sudden wealth, in its wastefulness, and in its unnecessary aping of Western ways, and its passion for Western luxuries ~~which~~

Azerbaijan and the Elburz mountains are ~~the West's~~ one of the best defensive positions on the Middle Eastern Front, ~~hope in the event of a hot war~~. Iran also guards ~~heavily~~ a one thousand five hundred and fifty mile border with Afghanistan, one of the least developed nations in the world, and one of Russia's big foreign aid recipients, and another country which also suffers economically by not having a sea port. The Shah is very much aware of this, and as a pilot himself he is also aware that Afghanistan is the recipient of Soviet MIGS which are much better than any jets he has ... or expects to receive ...

SHAH AS EDITED ON MIGS

Organization. This used to be the Baghdad Pact which became ~~Cento~~ CENTO after ~~Iran~~ Iraq walked out (Now just Iran, Turkey, Great Britain and Pakistan, who shares a ~~[illegible]~~ five hundred mile border to the east, remain). The strategy -- designed by American generals who don't belong to, but "assist" the Cento nations -- would be a delaying action in the event of a Soviet attack directed at opening up Middle East oil, and the Persian Gulf warm water ports, that Russia has traditionally desired. ~~[illegible] well as [illegible] Nato [illegible] right flank in Turkey~~ and opening the way to the Mediterranean and Suez.

[redacted] hundred mile border with troubled Communist inclined Iraq which it also watches closely except for the Kurdish tribesmen who are permitted to pass back and forth between the two countries. The Kurds are members of one big four-million member family in Iran, Turkey and Iraq, who believe in no boundaries and smuggle only "little things".

KURD MICHEL AMIR HAMPAR

(~~CUT~~ AS EDITED)

MURROW: Iran's border with Turkey is two hundred and fifteen miles long beneath the shadow of Mt. Ararat, where Noah's Ark is said to have ended its voyage. This is Iran's least expensive border for she shares with Turkey common troops in the Central Treaty

Let Bundy tell you about it,

him out of the area ... the Soviet commander across the border had asked for an immediate conference with him... It was the usual Soviet technique of intimidation by protest, and it worked ... The incident was revealing.. The Iranians do not like the Russians and do not trust them, but have to get along with them. They remember that it required a United Nations resolution and considerable pressure from the United States and Britain in 1946 to get the Soviet troops out of Azerbaijan province, which the Russians had occupied in World War II. almost The entire trade between Iran and the Soviet bloc countries passes over this Arras River bridge near Julfa. One passenger train a week, sometimes one freight train a day. Iran has a seven

each share in equal thirds the Iranian caviar./ The Russians fish the rest of the Caspian Sea and harvest four times more caviar. But the Caspian Sea is only a part of the Soviet-Iranian frontier./ The rest of the length of the eleven hundred mile border is zealously guarded by a series of contiguously situated Russian towers, each in sight of the other./ The Iranians have deployed a mobile force here in Azerbaijan Province of four full divisions (with two more to the south protecting their rear), plus sixteen armored and howitzer batallions that are covered by a cavalry screen in the frontier mountains./ Twenty minutes after our cameraman took these pictures of this Russian sentry post, the commander of the Iranian border police drove up in his jeep and ordered

the ~~largest source of~~ revenue ~~in Iran~~. The unhatched eggs of stugeon caught in the Caspian Sea are sold for as much as thirty five dollars a kilogram (or fifteen dollars a pound) for the top grade. Originally Iran consigned its caviar production, some one hundred and fifty tons a year, to a Soviet-Iranian combine that exported the entire yield to the Russians. Recently, however, the Iranians took over the caviar industry, as they did oil, and now they fish and package it themselves. It takes years to become a taster expert enough to tell thirty five dollar caviar from the lesser varieties. The United States, the Soviet Union, and Western [redacted] Europe now

restored ~~the~~ his shaky throne and ~~eight~~ 16 months later the oil fields were reopened under a new arrangement with a consortium of American ~~and~~ British, Dutch & French oil companies. Today Abadan is again the world's largest refinery. On the day President Eisenhower had lunch in Iran, seven oil fields were producing more than a million barrels of oil a day. But if Iran's history is written in oil, her geography and unique position can perhaps be told in terms of a commodity as bizarre and unimportant to the cold war as caviar. Iran shares the [redacted] Caspian Sea with the Soviet Union. [redacted] The Russians fish three sides of it for caviar. The Iranians, the southern shore. ~~After oil, caviar is~~

any other of those obscure countries or sheikdoms which exist on that land mass between the Mediterranean and the Indian Ocean. Then in 1951 Iran became more than just a name on a map.

Insert 3'

[redacted]

An opportunistic Iranian Prime Minister named Mossadegh, and the Tudeh Party nationalized the oil fields at Abadan and when the British-American oil companies refused to do business with him, the oil fields were closed down and for two years not a drop of oil was pumped out of Iran. Again, it was the people of Iran who suffered, again the government ~~tottered~~. In August of [redacted] 1953, the Shah of Iran was forced to flee to Italy... Three days later a group of Army officers took over and

An opportunistic Iranian Prime Minister, named Mossa Degh, by unanimous vote of the Iranian Parliament, nationalised the oil industry. The international oil companies refused to do business with him, and for two years not a drop of oil was shipped out of Iran. Again it was the people of Iran who suffered, and again the government tottered.

From crusading Arabs to Genghis Khan and Tamarlaine, Persian history alternates between periods of invasion and destruction, and the absorption of their conquerors, and the rise to new peaks of glory. In Shakespeare's time Isphahan was the most prosperous, fabulous, eye-filling city in the world. But over the centuries the land was laid waste, the canals fell into disrepair, and there was depression and hunger and bondage.

The achievement of the Persian Gulf command can be read in the military histories .. but the destiny of the people who lived there remained virtually unchanged. Persia still slept. Iran became one of the world's largest sources of oil and is today the largest producer of aviation fuel in the world... but oil is not so easily translated into freedom or better crops... Almost two hundred and fifty million a year poured into Iran, but the average annual income remained at ~~less than~~ about one hundred + Twenty dollars... To the ~~Americans~~ Foreigners whose engines drank this oil with almost insatiable appetite, Iran was simply "one of those small countries of which we knew little" -- not one American in a hundred could separate Iran from Iraq or Kuwait or

Then in the eighth year of the 20th Century, their 25th Century -- the silence was broken. The rocks of ages flew apart and oil was discovered by the British at the site of King Solomon's Mosque. In World I, Iran exported her liquid strategy to the English Navy, who converted to oil, and helped beat the Kaiser... In World War II, Iran's oil and strategic location became the difference between victory and defeat when the sea route to Murmansk was threatened, and the Russians and the British ~~and the Americans~~ occupied the country, so that a caravan on steel tracks + tires could provide a supply route from the Persian Gulf to the battered Soviet Armies.

The americans were the Logistics experts

who lived much later and whom the Persians remember as a better astronomer than a poet... Persian influence spread to Greece, to Libya to India... and then she crumbled as a nation and [redacted] and was for centuries laid waste by a procession of conquerors — ~~all the way from Chengis Khan to [redacted] Tamerlane. What was not destroyed by scorched earth and salt, was destroyed by erosion.~~ Like the plow that broke the plains in our Missouri Valley, bad planning and over-planting wasted the fertile valleys and dried up the ancient canals which had once been a model for others, and there was depression and hunger and bondage that lasted for two ~~millenium~~ millenia as Persia slept.

Insert 2 —

MURROW: Two thousand five hundred years ago -- when the great and powerful democracy that sent these two citizens to Iran was a sleeping, undiscovered continent, this was already the cradle of civilization.

Further → (ALTERNATE IN CASE BRIEFING DOESN'T PAY OFF)....

MURROW: Two thousand five hundred years ago this was the cradle of civilization.

Pickup from top of page...

MURROW: Persia (the British still call it that) was the world's first empire, and these ruins are the shrine of its glory and its folly. Cyrus, who conquered Babylon... Darius, who cast Daniel into the lion's den... Xerxes, who married Esther and saved the Hebrews from Haman... Persepolis, destroyed by Alexander three hundred years before Christ... Omar Khayam,

ALTERNATE OPENING IN CASE MATCHING OFF OF TWO BRIEFINGS DOESN'T WORK

ON Camera

MURROW: Good evening. The nations of the Middle East constantly complain that we Americans are interested in them and send our reporters and our cameras only when there is a revolution or an assassination or an oil crisis or "this powder keg" (as we like to call it) is about to blow itself and maybe the world up. This time it is not a Suez crisis, or a ranting Nasser or a civil war in Lebanon or Iraq that brings us here, but the reality that this small couhtry of which we know little could become a "Berlin" or even a "Korea", and that the time to talk about it, is before it happens. This is one of the reasons the President's plane stopped there on Monday .....

~~MURROW: And an American helping the Shah with his task~~ ....

LILIENTHAL AS EDITED

Good evening.

MURROW: President Eisenhower was in Iran four days ago. We don't know what kind of briefing he got, but most official visitors receive the customary military briefing read by an Army officer. If one is fortunate, he may also be briefed by a foreign aid expert, or perhaps a working engineer -- a so-called "Ugly American", who is working in a land project or on a road, or a dam.... We have edited together the briefings of two such Americans - a soldier in Teheran, and an engineer working in Khuzestan, as a method of orienting you on Iran and what we Americans are doing there ....

ON Camera

KUHN AND CLAPP AS EDITED.

without houses ... Half-way between the ancient ruins of Persepolis and a noble dam project in the Khuzestan which they like to call their TVA. a brittle ally of the West. ~~a friendly foe of the Eastern bloc~~ ... Iran's wealthy young monarch is trying desperately to lift his twenty million subjects to their feet by breaking up the land while still having to placate the rich landlords and Khans who don't all share his enlightenment or sense of what the Shah calls social justice.

Insert 1.

SHAH AS EDITED ON "I HAVE BEEN CALLED A SOCIALIST ..."

MURROW: Some accuse the Shah of being too liberal on social reforms -- too tough on political dissenters.

SHAH AS EDITED ON NO POLITICAL PRISONERS IN IRAN

INSERT 1:

The Shah of Iran - the King of Kings - Sportsman, social reformer, oriental despot, and "Father of his People" was forty years old last October. He is hard-working, well-informed, a good linguist - surrounded by tradition, corruption and resistance to change. He is attempting to set an example for the rich landlords and khans, by breaking up some of the huge royal estates. So far they show little sign of sharing his enlightenment, or sense of what the Shah calls "social justice".

Mr. Murrow

MURROW: Iran has been called a bridge.. a nation in-between./. It is a nation in between this Soviet guard at its northwest frontier, and this American Major teaching its tankers how to maneuver in the desert/ Iran is a nation, in between the riches of 20th Century oil and the poverty of 10th Century farming./It is a nation as alive as its bustling capital of Teheran with its fleets of fancy cars and its new office buildings/ and as ~~decadent~~ depressed and as primitive, as its tortured slums in the same city of Teheran./

I It is half-way between the veil of a street bazaar and the ~~lipstick~~ cosmetics of a sophisticated department store./. half-way between a million dollar television studio/and houses with no windows../ and people

McClure

without houses ... Half-way between the ancient ruins of Persepolis and a noble dam project in the Khuzestan which they like to call their TVA.. a brittle ally of the West.. a friendly foe of the Eastern bloc .. Iran's wealthy young monarch is trying desperately to lift his twenty million subjects to their feet by breaking up the land while still having to placate the rich landlords and Khans who don't all share his enlightenment or sense of what the Shah calls social justice.

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INSERT 4 - PAGE C

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When he talks of the future of Iran he puts the emphasis on economic rather than political equality.

INSERT 6 - PAGE H.

But he is surrounded by a bloated bureaucracy (twenty-nine percent illiterate), by amiable incompetents, by family favoritism [redacted] and corruption. His program of land reform is an earnest of what he would like to do. [redacted] Here is Winston Burdett's report on that subject.

INSERT 7 - PAGE BB

The Iranian Army's field divisions this winter will begin moving into modern garrisons strategically placed under Iran's over-all defense plan.

INSERT 8 - PAGE DD.

So, under American guidance, the Iranians have established a number of new maintenance schools.

each share in equal thirds the Iranian cariar. The Russians fish the rest of the Caspian Sea and harvest four times more caviar. But the Caspian Sea is only a part of the Soviet-Iranian frontier. The rest of the length of the eleven hundred mile border is zealously guarded by a series of contiguously situated Russian towers each in sight of the other. The Iranians have deployed a mobile force here in Azerbaijan Province of four full divisions (with two more to the south protecting their rear), plus sixteen armored and howitzer batallions that are covered by a cavalry screen in the frontier mountains. Twenty minutes after our cameraman took these pictures of this Russian sentry post, the commander of the Iranian border police drove up in his jeep and ordered

him out of the area ... the Soviet commander across the border had asked for an immediate conference with him... It was the usual Soviet technique of intimidation by protest, and it worked ... The incident was revealing.. The Iranians do not like the Russians and do not trust them, but have to get along with them. They remember that it required a United Nations resolution and considerable pressure from the United States and Britain in 1946 to get the Soviet troops out of Azerbaijan province which the Russians had occupied in World War II. The entire trade between Iran and the Soviet bloc countries passes over this Arras River bridge near Julfa. One passenger train a week, sometimes one freight train a day. Iran has a seven

Azerbaijan and the Elburz mountains are the West's hope in the event of a hot war. Iran also guards heavily a one thousand five hundred and fifty mile border with Afghanistan, one of the least developed nations in the world, and one of Russia's big foreign aid recipients and another country which also suffers economically by not having a sea port. The Shah is very much aware of this, and as a pilot himself he is also aware that Afghanistan is the recipient of Soviet MIGS which are much better than any jets he has ... or expects to receive ...

SHAH AS EDITED ON MIGS

CBS REPORTS

"Who Speaks for the South?"

on broadcast over the

CBS TELEVISION NETWORK

Friday, May 27, 1960

10:00 - 11:00 PM, EDT

A special CBS News series dealing
with leading national and international issues

10:00 - 10:30 portion sponsored
by Bell & Howell

REPORTER: Edward R. Murrow

PRODUCER: Arthur D. Morse

EXECUTIVE PRODUCER: Fred W. Friendly

MURROW: If tonight's CBS REPORTS has a point of view it is that no one man can speak for the South, for southerners, like other Americans, speak with many voices. This is the State Capitol at Atlanta, Georgia, and during the next hour you will hear the many voices of Georgians discussing racial segregation in their public schools. Some of the voices are ominous.

ERNEST LAZARUS: I had rather interrupt my kid's education for a while than to have him mix and mingle and that's what they seem to want.

SIBLEY: But you don't want that.

LAZARUS: No. We want segregated schools at any cost, and when I say any cost, I mean any cost - cost of life, if necessary.

SIBLEY: Thank you very much.

MURROW: Some of the voices are gentle.

MRS. NED FREEMAN: My individual responsibility as a Christian citizen insists that I speak out for open schools for all the children. Because of my own - that's the way my heart speaks and my own love for children, and because I am a mother and a grandmother.

MURROW: Some of the voices are tense.

SIBLEY: Would you mind expressing an opinion as to whether or not you thought that separate schools but equal schools are better for your race, or integrated schools?

O. J. STRONG: If they was equal the plan would be all right.

SIBLEY: You'd be satisfied with them if they're equal.

STRONG: If they was equal.

SIBLEY: But they're not equal here.

STRONG: No, sir.

(MUSIC)

MURROW: Six years ago this month the Supreme Court declared the compulsory segregation of public schools illegal. Tonight's report is an effort to concentrate on that ruling as it affects Georgia and the Georgians. This is no effort to mirror all the problems that confront the South. We are not dealing here with sit-downs at the lunch counter and we are not dealing with segregation on the beaches or on the playgrounds. Rather, it is our hope that this report may do something to answer that vital question - Who Speaks for the South? First, we hear from Ralph McGill, Pulitzer Prize-winning editor, who has just been named Publisher of The Atlanta Constitution.

Well, sir, you have been a student of this problem long before the Supreme Court made its decision. What do you think could have been done differently that might have produced more progress and less friction?

McGILL: Mr. Murrow, I think the basic tragedy was, at the outset, in 1954, that this whole thing was not put into the hands of people in education. They could have brought in the social workers; they could have brought in sociologists; they could have brought all of these things into play, but chiefly, into the hands of the educators. This was not done. The Supreme Court spoke of children. This is about children. But what happened? It fell into the hands of politicians, lawyers and courts, and most of the school plans that have been produced, have been produced by lawyers, not educators.

MURROW: Four years after the Supreme Court decision, neither the educators nor the politicians had solved the problem.

In 1958, Negroes brought suit against the Atlanta Board of Education to bring about integration of the public schools. They won their suit and U. S. District Judge Hooper approved the School Board's desegregation plan in December, 1959; but the plan ran head-on into state laws, designed to close any integrated schools.

The 1960 Legislature refused to change these laws but it did appoint a School Study Committee headed by John A. Sibley. The School Study Committee asked the residents of Georgia's ten Congressional Districts which of two options they preferred. Option one - "continue segregated public schools in accordance with state regulations, even if this leads to their closing and the substitution of a system of private education"; or, option two - "permit local communities to decide their own school policy free from state control, even if this leads to integration." Option one, continued segregation; option two, the possibility of integration.

One of the hearings was held in Moultrie, seat of Colquitt County, in southwest Georgia. It is a rural community with strong memories of the Confederacy, and separate facilities for whites and Negroes. The School Study Committee, headed by John A. Sibley, an Atlanta banker, conducted its public hearing in Moultrie's high school gymnasium. More than one thousand spectators heard witnesses from fourteen counties. Negroes comprise about forty per cent of the population of this region.

EARL MAYS: I'm speaking as a taxpayer of the City of the State of Georgia and a father of a school-age child.

SIBLEY: One child?

MAYS: One child. And rather than see the children of the white people of Georgia surrender to the Supreme Court and the Atlanta newspapers, I would prefer abolishing public education forever eternally.

SIBLEY: Well, let me ask you one question. (Applause) Which you would - would prefer most - not to surrender to: the Supreme Court or the Atlanta newspapers?

MAYS: I think they're one and the same.

SIBLEY: All right. (Applause)

KIRBO: I am Robert Kirbo and I represent American Legion Post Number 175 at Hopeville, Mitchell County.

SIBLEY: How many members, Mr. Kirbo?

KIRBO: Thirty-six.

SIBLEY: Have you taken a vote on this question?

KIRBO: Yes, sir.

SIBLEY: And what is your - what's the position of your organization?

KIRBO: I'm authorized to say that our post is wholeheartedly for segregated schools, even if it means going to private schools; and furthermore, at this time, we see no need to change our state school laws.

SIBLEY: Thank you very much.

REV. ALBERT MAPLES: I have been authorized by the Board of Trustees of Lakeview Chapel to offer the facilities of Lakeview Chapel to the white citizens of Colquitt County for educational purposes for their children, for the operation of a private school, if necessary, and with our help and the help of an almighty God.

Thank you.

MRS. SOUTHWELL: I'm Harriet E. Southwell, a housewife and a citizen - an ex-teacher. My view is that as far as I'm concerned, nothing will be accomplished by closing the schools of Georgia. Conditions would only be worsened. It would be simply an evasion of an issue which has to be faced humbly, prayerfully, with the help of God. I would like for the people to at least be able to vote on it.

SIBLEY: Thank you very much.

PHIL DUNFORD: With the conviction that our democratic system of public education constitutes one of the bulwarks of our nation, we the members of the Ministerial Association of Albany, recommend that those in positions of leadership, in our State, do all within their power to continue to maintain public schools for all. We feel that the closing of our public school system would pose problems which would greatly hinder the progress that the State of Georgia has so magnificently made in recent years. It is our opinion that the end of the public school system would be tragic not only for the children but for every citizen of the State.

CARSTON: This is Reverend J. B. Carston, Albany, Georgia, Pastor of the Raleigh White Baptist Church. I disagree with the report our President read because it will give the State the privilege of integrating our schools if they desire to do so. I represent four hundred members of Albany, somewhere in the neighborhood of a hundred children. I'm their pastor. I've been there five years. We just released a man the other day from our congregation for teaching integration, and we're standing full, full [illegible] for Plan [illegible] the.

SIBLEY: Thank you very much.

REV. H. T. COMBS: I don't hate you 'cause you white, but God's fixed a distance between us that we can work together, walk together and talk together, and I know where I live at night, you know where you live, and I can go there and rest, and you can go to your place and rest, and I feel that it's so much freer the way it is now, for me to educate nineteen children, and I say, if it takes closing of the schools - if there's no other way - close the school to keep me black and keep you white - by the help of God let the doors be closed. (Applause)

WILLIAM BYRD: And I'd like to say this - it won't take but just a few minutes. It's going to be short and sweet.

SIBLEY: Well, I'm going to give you that long.

BYRD: But this Number Two, it appears to me, is nothing but a dressed up token integration deal.

SIBLEY: And what is your ...

BYRD: And I'd like to say this -- that I was born here in the South. I'm not migrated or sent down here from anywhere, and the people of the State of Georgia that stand up here and say Number Two, Number Two - look, all I ask is, that they pray about it - good people, pray about it.

SIBLEY: What do you say?

BYRD: And I say this ...

SIBLEY: I mean, what number would you say?

BYRD: I say integration at all cost.

SIBLEY: No, you mean segregation.

BYRD: I mean segregation, excuse me.

SIBLEY: Well, we'll let you go. Thank you very much.

BYRD: I mean segregation. Long live Herman Talmadge and Roy Harris.

SIBLEY: Thank you very much.

MRS. BRIGHTWELL: And take into consideration what my friends in other sections tell me of schools that have been forced to integrate, then the situation is so intolerable, they tell me, that most people who can afford it, are sending their children to private schools. Therefore, I vote for option - not option - I mean, Choice Number One.

SIBLEY: Choice Number One.

MRS. BRIGHTWELL: Choice Number One.

MRS. BRIGHTWELL: I have already appeared before this Committee, representing myself.

SIBLEY: Where was that?

STUBBLEFIELD: That was at Douglas.

SIBLEY: Well, don't you live in this community here?

STUBBLEFIELD: No, I don't. I was asked to come here today to represent U.S. Klans - Knights of the Ku Klux Klan of Colquitt County.

SIBLEY: I believe I asked -- I've asked all the witnesses the number of people they represented, and my recollection is that when I asked a member of your Klan, that they said that was a secret - they didn't tell that.

STUBBLEFIELD: Well, they haven't even told me that.

SIBLEY: So you don't know how many you represent?

STUBBLEFIELD: No, I don't.

SIBLEY: We're glad to hear from you.

STUBBLEFIELD: I'd like to read this to you: "The Sibley School Committee, Moultrie, Georgia: We, the U.S. Klan - Knights of the Ku Klux Klan of Moultrie, Colquitt County, Georgia, vote one hundred per cent for segregation of schools, and will help support private schools statewide, if private school is what it takes to keep the races pure, both black and white."

SIBLEY: Thank you very much.

STETSON B. ADAMS. And in my county, we have enrolled in our county schools, approximately five hundred more Negroes than we do whites, and I think our Negroes are happy in the school situation, and if left alone, without any outside interference, we would never have any integration trouble. As a citizen, I am unalterably opposed to integration in any form...

SIBLEY: Anywhere.

ADAMS: Always - now and forever more.

SIBLEY: And anywhere.

ADAMS: Yes, sir.

SIBLEY: Thank you very much.

ADAMS: And I am in favor of closing the schools, if necessary, to preserve our system and southern traditions.

SIBLEY: Thank you very much.

RAYMOND JENKINS: Let's keep the schools open. I think that there must be some solution to this problem. We have lived here in the South, in peace, for years and years, and there must be a solution. Do not close our schools. I mean, I went through the school before we could - before we had the free books. Mr. Sibley, God - for God's sake, let us keep our schools open, please, there's got to -- there's a solution.

SIBLEY: Well now, would you mind expressing an opinion, and now, if you don't want to, don't do it. With equal schools for the whites and colored, separately, would you prefer that than to integrate the schools between whites and colored? Which would be your....

JENKINS: Well, Mr. Sibley, I am a student of the doctrine of separate but equal, but now ...

SIBLEY: Separate but equal.

JENKINS: See, in the past, it looked like all the emphasis was placed on "separate". There wasn't too much emphasis placed on "equal", see.

SIBLEY: Well, you and I both will have to agree that what's right. Thank you very much.

JENKINS: All right. Thank you, sir.

SHIRLEY FREEMAN: You should know by now that you cannot have segregated public schools much longer. It's now - it's against the law. As soon as any Negro challenges the right of your school to remain segregated, it will have to be integrated or closed. You should ...

SIBLEY: In other words, you are for Number Two.

FREEMAN: Yes, I am.

SIBLEY: Well, I believe ...

FREEMAN: Just a moment, I'd like to say some more.

SIBLEY: All right.

FREEMAN: You should also know that these politicians who tell you that you can have private schools for your children have no plan. They say private schools - fine - everything's going to work out all right, but they have no plan and you should also know that most of you cannot afford private schools - you don't have the money.

SIBLEY: We are not permitting arguments if we can help it. Now, you may be ...

FREEMAN: Just let me say something - And most - and the reason that most of you who want segregation want to keep it, is that you're afraid of intermarriage, but there's no strong attraction between the races. I don't know why you think there's going to be so much intermarriage if there's integration. It's foolish to try to keep segregation.

SIBLEY: Now, thank you very much. Thank you very much. Now, the next witness.

MURROW: A sizeable majority of the Moultrie witnesses favored the continuance of segregation at all costs.

It is impossible for an outsider really to understand Georgia politics without knowledge of the state's county unit system of voting. Ralph McGill and Governor Vandiver give divergent opinions after this word from Bell & Howell.

(ANNOUNCEMENT)

MURROW: Eugene Talmadge, four times elected Governor of Georgia, dominated its politics for twenty years. He and his successors drew much of their strength from the rural areas of Georgia under the system of county unit voting. There are varying opinions about this system. Ralph McGill.

MCGILL: This is a very frustrating thing that keeps us in political bondage. In this State, because of the unit system, it is possible to obtain the most votes and still lose an election. This has happened. This isn't a theory - this has happened.

MURROW: Is it true, Mr. McGill, that in Chattahoochee County one vote there counts for as much as a hundred and fifty-five votes here in Atlanta?

MCGILL: As I recall the last election figures from Chattahoochee County, we'll say my vote, here in Fulton County, was worth one one-hundred-and-seventy-seventh of one of the votes in Chattahoochee County. It would take, roughly, a hundred and seventy-seven votes here to make one of theirs.

MURROW: Governor Vandiver.

VANDIVER: The county unit system of nominations assures a diffusion of political initiative over the entire State, and gives all of our people a choice in the conduct of State affairs. It prevents a single area of concentrated population from imposing its will to the absolute exclusion of all other areas of the State. It eliminates the possibility of a Tammany Hall; it eliminates the possibility of a Prendergast Machine; it eliminates the possibility of machines such as the old Boss Crump Machine; it eliminates the possibility of the wholesale evils in which they indulged. The county unit system is in the best tradition of representative government, and it was representative government upon which this country was founded and to which it owes all of its greatness.

MURROW: Most of the opposition to the county unit system comes from the biggest city - Atlanta. During the War Between the States, it was a city of ten thousand. Today, Atlanta - population one million - is the economic and cultural capital of the Southest United States. This is "insurance row" on Peachtree Street - more than three thousand national companies have Atlanta branches and vast manufacturing plants, and it is the home of Georgia Tech and Atlanta University. Atlantans are proud of their public school system which enrolls one hundred and fifteen thousand youngsters, a system which might be closed as a result of the segregation controversy. The Sibley School Committee hearing in Atlanta generated great excitement and spectators filled the Henry Grady High School gymnasium long before it got under way.

MRS. BREEDEN: I am Mrs. Thomas M. Breeden, Chairman of the Board of Directors of the state-wide organization of HOPE, Incorporated. I am speaking for approximately fifteen thousand people in this Congressional District. HOPE's policy is now, and has been from the beginning, to champion the rights of all children to a free public education. We do not feel that even the temporary closing of one school in defiance of the Federal law, can in any way, be justified. However, recognizing the wide divergence of opinion, which has been very well pointed out by these hearings, we feel that perhaps the first step toward a solution which can be accepted by the majority of the people, is the adoption of a local option policy by the State. We further feel that an informed public, discussing this crisis among themselves and with their elected representatives, can avert the awesome calamity of empty classrooms.

SIBLEY: Thank you very much.

WESLEY: My name is Thomas J. Wesley, Jr. I'm a real estate man. I've lived in Atlanta all my life. Our organization has over five thousand members in Fulton County.

SIBLEY: And what's the name of your organization?

WESLEY: The name of the organization is the Metropolitan Association To Continue Segregated Education.

SIBLEY: Is that the sole purpose of the organization?

WESLEY: That's the sole purpose of the organization. Some of the people are saying, save our schools. We say, save our children first. The reasons for separation of the races are very important in the South. We want the Negroes to have full opportunity for self-advancement, but see no reason why this necessarily entails their forced inclusion into places where they are not suited. When we can no longer operate our public schools, which we erected with our money and maintain and operate with our money, then we should close them, dispose of the buildings, and educate our children by other means.

Local communities of the town, county or neighborhood level, can purchase at public auction the school buildings which are no longer required by an abandoned public educational system. In other words, a closed public school is just a piece of surplus public real estate.

MRS. BRISCOE: Most of us who are mothers and fathers are not concerned with the political aspects of this thing. Our main concern is the moral development of our young men and women, our sons and daughters. Should they be forced to mix and mingle with a class

of people who, in general, have shown a definitely lower standard of culture, health and moral character? I have some statistics ...

SIBLEY: I don't think that we care for that. We've got your views, and if we get into a debate with one ... (Applause). I think we've got a little organized applause.

REV. W.M. HOMES BORDERS: Our nation, after the May 17, 1954 Supreme Court decision, translated it into forty-two languages and sent it around the world. The United States wanted the struggling darker peoples to realize our sense of justice. As we publish our good things, Russia propagandizes our mistakes. Number two, we need more and better education for all. Democracy requires a higher level of intelligence than any other form of government as the power is with the body politic. Less than one hundred Negro students would be involved in Atlanta thereabout; where they live will determine where they attend school. We have the brains, the character, the good will, the religion, and the democratic desire to solve to the advantage of all, the problem which is before us. We must give every child more and better education.

SIBLEY: Thank you very much.

REV. LESTER RUMBLE: How long, sir, will we white people of the South continue to be discounted and disfranchised before the rest of our country and the world, because we insist on perpetuating a master-servant society, that enslaves the so-called master as well as the so-called servant? How long can we continue as Christians to be enthusiastic about Christian missions in Asia and Africa, and in our home societies so live as to neutralize the effect of our missionaries in these and other lands?

SIBLEY: Thank you, Mister Rumble.

MRS. MAX ANDREWS: I'm representing about a hundred and twenty parents, teachers and students.

SIBLEY: Did you have a poll?

MRS. ANDREWS: We did not have a poll, but being a Christian school we take the position of the Bible on all matters.

SIBLEY: Which position do you take on this matter?

MRS. ANDREWS: The position is Number One.

SIBLEY: Number One.

MRS. ANDREWS: And I have a brief statement - that we believe that segregation is scriptural, reading directly from the Bible.

SIBLEY: Give us the reference, if you don't mind.

MRS. ANDREWS: Acts 17:26. "That God hath determined the bounds of the habitations."

SIBLEY: Go ahead.

MRS. ANDREWS: We believe that segreation is constitutional; that Congress the only body empowered by the Constitution to make laws, has not passed a desegregation law.

SIBLEY: All right.

MRS. ANDREWS: We feel that segregation is educationally sound, that it meets both races on their own level in homogeneous groups and best serves the purposes of both races, and we feel that integration is subversive in that it divides the people; it leads toward the Communist goal of amalgamation of the races; it promotes centralization of power and uses the Negro to set up a police state with the Federal Government policing the situation.

SIBLEY: Thank you very much.

JOHN WESLEY DOBBS: As a native-born Georgia citizen, I desire to make the following statement: I believe I reflect the thinking and opinion of the three following units over which I have the pleasure to preside at the present time. One, my family, a wife with whom I've been married for the pasty fifty-three years. We've reared and educated six children, who in turn, are educating eighteen grandchildren, two great-grandchildren. I hope you'll pardon my pride if I say one of them is Mattiwilda Dobbs, a member of the Metropolitan Opera Company in New York City.

SIBLEY: One of the great singers in the country.

DOBBS: In the world. The Georgia Voters League, of which I am the organizer and the President for the past twenty years, this organization has been very instrumental in helping to register a hundred seventy-five thousand Negro voters in Georgia. I believe the wish and the desire of the majority of these Negro citizens of Georgia is that our public schools shall never be closed under any circumstances whatsoever, and that the facilities of these public schools shall be made available to the children of all the people, without regard to race or creed, on a non-segregated basis, in keeping with the laws and decisions of the United States Supreme Court, which has for its motto on the outside, engraved in marble in that building in Washington: "Equal justice under law." With thanks to the Committee, I am John Wesley Dobbs.

SIBLEY: Thank you.

And what is your business?

JACK E. DORSEY: I'm a plumber.

SIBLEY: Are you the gentleman that called me up one night and said you wanted to come ...:

DORSEY: Yes, I did. I asked you about how to get on this Committee; I'd like to express my views.

SIBLEY: And I told you how to do it?

DORSEY: Yes, sir, you sure did, and I thank you.

SIBLEY: All right. Now, you've heard these options Number One and Number Two.

DORSEY: Yes, sir.

SIBLEY: Which one do you prefer?

DORSEY: I'm not sure about the numbers, but I'll tell you right now, Mr. Sibley...

SIBLEY: Well, tell me.

DORSEY: I'd rather die fighting this godless, communistic integration than to live under it, and ...

SIBLEY: You would be option Number One, then.

DORSEY: And just one short thing. In all the rantings of the Atlanta newspapers, these few so-called integrationist preachers, the do-gooders and Communist sympathizers, can't change my mind. I'm not going to mix. These white people have throwed up their hands and hollered, "Oh Lord, we're whipped, don't shoot" - I think they ought to go craw in a hole and quit.

(Applause)

MRS. BOWEN: I am representing Bishop J.W.E. Bowen, my husband, one of Atlanta's oldest citizens. We represent twenty-seven thousand members of the Methodist Church in Georgia. We believe Atlanta could start integration in the public schools without incident. We believe the City of Atlanta and Fulton County have a sufficient number of Negro people who are law-abiding and intelligent enough to work harmoniously with the leaders of the white group,

to bring about integration, as has been shown in the case of the golf links and the railroad stations, and the city transportation buses, the public library and the airport dining room. We believe that this city could start integration without incident and trouble. Thank you.

SIBLEY: Would you leave your paper with us?

BOWEN: I have given it to that man.

RAYMOND HIX: Now, my boy went to the kindergarten and the first grade in Providence, Rhode Island. This little girl - nigger girl - followed him around like a puppy dog. We don't want to have that in the South.

SIBLEY: We don't want to have a personal thing. We have got your position and got your wife's letter and ...

HIX: Wait a minute. You know, you let other people have their say.

SIBLEY: Not if I could help it.

HIX: Well, they did.

SIBLEY: I have let ... wherever there, was a person that represented a group.

HIX: I represent myself only.

SIBLEY: [illegible], I've heard your position and we've got your wife's, and I tha[illegible] you very much.

HIX: [illegible], I would still like to read that little excerpt from this letter, please.

SIBLEY: Well, read your letter.

HIX: I spent twenty [illegible]rs of my life to protect this country. May I read that excerpt? Let the people know that

the people up North are not nigger lovers.

SIBLEY: We know that. We've got 'em here.

MIX: I see I'm not afforded the same right as some of the niggers that's been on here. Thank you.

MRS. MARGARET BRIDGES: I wish to say that the Negroes are our own people. They are eighth and tenth generation southerners - fellow human beings and fellow Americans. They manifest the traditional southern virtues of honor in dealing with an adversary - courage in adversity, and they are now practicing the traditional American virtue of taking responsibility for one's self by seeking to secure their rights as human beings. We, a small section of the world, cannot halt mankind's progress without the inevitable consequence of decline spiritually and materially. I am in favor of free non-segregated schools for all our children, black and white, who are born equal in every respect except in the lack of opportunity, that we whites, to our shame, inflict upon them, the colored ones.

MURROW: In Atlanta, the sizeable majority was for local option. Atlanta's Mayor, now serving his sixth term, is William B. Hartsfield. He discusses the public school crisis with Arthur Morse of CBS.

MORSE: Mr. Hartsfield, what do you think the effect of closed public schools would be on the City of Atlanta?

HARTSFIELD: The result would be cataclysmic. It would destroy the city if it kept up. There would be a migration away of the young, intelligent people who wanted to pursue education. There would be immediate consternation among - particularly those of graduating age - those families that wanted their children to be doctors and lawyers and professional people would have to leave, in order to insure their children's education. It would be hard to bring skilled people into the State. They would not come here, knowing in advance, they had no facilities for their children. And then, those who advocate the private school forget the plight of the poor man who has no money to educate his children. The financial, the economic results, aside from the educational results, would be tragic.

MORSE: Mr. Hartsfield, in your more than twenty years as Mayor, have you observed any substantial changes in public attitudes about race relations?

HARTSFIELD: Yes, I am one who thinks that a great deal of this question of school closing - race relations, is that we are not hearing from the right people. The old-fashioned crowd is still in charge of the mechanics of politics both in Georgia and the South. And I think that out of all of this is coming a sort of political revolution that is going to follow the industrial revolution. I have many times said and I repeat, that there's nothing about this whole problem that fifteen years will not cure when the younger element comes in. If you'll attend a meeting in behalf of the old order, it's always

old people trying to live in the past. You attend a meeting on the other side and they're young people thinking about the future.

HORNE: Recently, Atlanta's Negro college students placed full page advertisements in the local newspapers in which they alleged various injustices, and in an advertisement entitled "An Appeal For Human Rights." In response to this, Governor Vandiver stated, and I quote in part: "The statement was skillfully prepared - obviously, it was not written by students; regrettably, it had the same overtones which are usually found in anti-American propaganda pieces. It did not sound like it was prepared in any Georgia school or college, nor in fact, did it read like it was written even in this country." That was Governor Vandiver's response. What was your reaction to the ad?

HARTSFIELD: We have six great Negro universities here, and they are supposed to be educating some one, and I thought that the ad was - in fact, I know that ad was composed on the campuses of these universities; and I agree that it was skillfully prepared, and it probably came as a shock to some people to know that there were that kind of folks around who could do that sort of thing. I stated, publicly, that I could not find fault with any human being in this world who gives voice to his hopes, his aims and his aspirations. And I think it has been in the good American tradition that any one in this country, feeling aggrieved, has a right to speak out. And I thought it was a good way to go about it -much better than irresponsibly

creating trouble, or waving banners, or carrying signs, or starting riots, or incidents.

You know, the great trouble with a great many southern white people - my friends - they only know the Negro who works for them. They think that all Negroes are servants because they hire one. Out in the country they see the Negro chopping cotton, and they think all Negroes are cotton choppers. They do not realize that the Negro has progressed exactly like the white man. I don't think you and I would want to be judged by some old, shuffling, canned heat bum who came down the street because he was white and have our whole civilization judged by that standard. And that's a great mistake that we're making -- judging another people not by its good people, not even by its medium, but by its lowest. That's wrong.

MORSE: Mayor Hartsfield, how can the school crisis be resolved?

HARTSFIELD: Well, it can be resolved if every courageous man and woman in the State of Georgia spoke out. The great trouble is that so many people keep silent. If you were to leave this thing to the parents of Georgia, they would register an overwhelming desire for the continuance of public education. You know, the great trouble in this battle is, that there are a lot of people that never were in favor of public education to begin with; for them we had to make laws to compel them to send their children to school. There are a few selfish people, who having no children, don't want to pay the taxes.

Now, all of those people are exercising their influence on the final result. We are fortunate in Georgia, in that we have the privilege of discussing these things in advance. Now, this thing hit Little Rock, cold, and they didn't have the court decisions that we now have. It hit Virginia with less preparation, and surely, with the experience of Little Rock, the court decisions that came out of it, the experience in Virginia and the court decisions that came out of that, I think there will be no excuse for Georgia not to act most intelligently in this matter of the preservation of a system of public education. Georgia and the deep South cannot continue, forever, to live outside of and in defiance of national opinion and what is now world-wide opinion.

MURROW: The Mayor and the Governor differ about the consequences of integrating the Atlanta public schools, The Governor.

VANDIVER: Well, if experience in other sections of the nation is any guide, it would lead one to believe that the consequences would be bad. Certainly where integration is forced, a lot of difficulties ensue. I'll not go into them at the present time, for I am sure that you are familiar with the "blackboard jungle" type of conditions which are prevalent in some of our larger cities.

MURROW: The Mayor.

HARTSFIELD: I think that the thing can be worked out and many of the things that the rabble rousers have sought to confuse us with would not happen. Remember, that we've got a cosmopolitan population here, and some one in our school department estimated

that we have between five and ten thousand white children who have already been to school with Negroes in other sections of the country.

VANDIVER: Ed, it's the feeling of the overwhelming masses of the people of Georgia, both white and colored, that separate educational facilities, in Georgia, are best for both races.

MURROW: CBS REPORTS - "Who Speaks For The South?" continues with a rally of segregationists in Atlanta, immediately after this word from Bell & Howell.

(ANNOUNCEMENT)

ANNOUNCER: CBS REPORTS continues. Here again is Edward R. Murrow.

MURROW: Atlanta's largest segregation group is the Metropolitan Association To Continue Segregated Education. At a recent rally, members were addressed by James H. Gray, a native of Massachusetts, now Chairman of the Democratic Party in Georgia.

(People singing: "God save America, my home sweet home.")

GRAY: Fellow Georgians, what you and I are up against in the South today, in this situation, is blackmail. It's blackmail pure and simple. (Applause) The hard truth is that education cannot effectively be mixed with largely hypocritical ideas about social reform. Now, ladies and gentlemen, here is the hard, political fact that lurks behind all those crocodile tears that are being shed so sanctimoniously for civil rights on the Washington scene today. It is the Negro bloc vote. In three such key states as New York, Pennsylvania and Illinois, the Negro vote can be decisive not only in state affairs but equally in national

affairs. Jacob Javits of New York (boos) that self-styled liberal, owes his Senatorship to that bloc vote. Paul Douglas, another great liberal, (boos) self-styled, is the Senator from Illinois, and I'll tell you why. When he ran for the Senate back in 1954, sixty per cent of his plurality belonged to the Negro bloc vote. And by the way, please remember this definition of a Washington liberal -- that's a politician who every time he looks over his shoulder, he sees a black shadow. (Applause)

And there is another related fact, too, and that is, some of the best known integrationists in our State of Georgia already have their children safely tucked away in private schools. (Shouting) And for that matter, so do many of the leading integrationists on the Washington scene, including Richard Milhous Nixon, Vice-President of the N.A.A.C.P. (Shouting). It must be recognized that legislation which goes behond assuring equality before the law, and seeks to compel social integration, is a monstrosity, and it is doomed to failure. Free thinking Americans will never, never accept such regimentation or such an invasion of individual rights. (Applause) I intend to stand for these beliefs, and I intend to fight for their preservation. And I trust that you good people will do the same. (Applause)

NORROW: This is Roy Harris, President of the Citizens Councils of America.

HARRIS: The Constitution of this State forbids segregated --integrated schools, and whether it be by pupil placement, parent choice or token integration - and that Constitution can't be changed unless two things happen. And it can only be changed once every two years and that's in the November Election of 1960, and then again, in 1962. It can only be changed by a vote of the people, but before the people can vote on it, the Legislature must meet and submit a proposal to amend the Constitution. Now here is my prediction. The Legislature won't meet this year so you're not going to be able to change, and I want you take this word to Rastus if any of you see him --

MURROW: "Rastus" is the segregationists' nickname of Ralph McGill of The Atlanta Constitution.

HARRIS: Tell him the Legislature, the Constitution can't be changed until November 1962 - if then. Now, I want to make another prediction. When November comes, we're not going to vote for Nixon for President.

CROWD: No!

HARRIS: We're not going to vote for Kennedy for President.

CROWD: No!

HARRIS: We're not going to vote for Humphrey for President. We're not going to vote for the renegade from Texas for President. We are going to elect twelve, independent electors from Georgia. (Applause) Now, I want to say this to the candidates who may be running on the Democratic ticket and on the Republican ticket - the Lord help them if it's a close election and they need our votes. (Shouting)

MURROW: Peter Zack Gear, Executive Secretary to Governor Vandiver, is a rising young politician.

GEAR: I would say this to you, my fellow Georgians - that it is just as impossible to integrant the schools and classrooms of Georgia as it would be for that great highwire walker, Mayor Willie B. Hartsfield, (Applause) to slide backwards up a one hundred foot greased pole in the hot sun of Twigg's County, Georgia. I wish to you all success in your dedication to constitutional government - to that form of government which will never, no, we shall never yield to tyranny, to dictatorship, to federal force, and to the polyglot bureaucrats and social schemers who occupy transitory positions of power in Washington, D.C., and who,

no, not a one of them, could be elected to a public office by a vote of the people.

I wish for you all God speed, and when I may be of service to you, do not hesitate to come by the Governor's office, for to do service to your cause will be a high privilege to me. God bless you all. (Shouting)

MURROW: Other meetings also were taking place. This is a State Convention of HOPE, whose initials stand for Help Our Public Education. Sylvan Meyer, Editor of The Gainsville Times.

MEYER: The solution to conquering apathy, the solution to conquering silence, is to speak up. Last year, at a HOPE rally, I said that the change in Georgia was just a whisper - that it was almost imperceptible, but that it was definitely in the offing. And in that year, the sound of change has become a shout, and it's plain to any one who will look, that all the forces that add up to change in Georgia are at work, constructively. Now, we've rarely, in Georgia, had to fear physical reprisal for speaking our minds. Those who spoke out faced, in the main, the unpleasantness of temporary unpopularity; the unpleasantness of being the non-conformist in a society, as we have heard, that places its emphasis on conformity. We faced, some of us, the more subtle recriminations of what was, after all, only a thin extremist fringe of the population in Georgia.

Now, in the last few weeks, we've come into an entirely new situation in Georgia, I think. The issues are much clearer, and I think there is time to define just what we are. There are some things that every American is weaned on, that he believes in, basically. One: the principle of local self-determination. Two: the dependence of the American way of life on the survival of the public

school system. And three: equality under the law. And four, I shouldn't forget, freedom of speech. Let's remember and emphasize those all the time, because in my opinion, it is mind-changing time in Georgia. Thank you. (Applause)

MURROW: Dominant in this controversy is the dynamic industrial and economic growth of the South. The face of Atlanta and much of the South, is undergoing rapid and permanent change. Ralph McGill of The Atlanta Constitution is an acute observer of these developments.

Mr. McGill, what is happening here, in Georgia, in addition to the school issue? Is it perhaps the breaking through of an industrial society through the old agricultural society?

MCGILL: Yes, sir, but what is happening, sir, we're in the grip of not merely the coming of industry, but we're also in the process of an industrial revoltuion at the same time. We've had, in this area, in the Southeast, roughly three-fifths of the nation's farms. This meant they were small farms -- many, many small farms. Now, these are no longer economic unit, and so they are pouring into our cities, basically good people, but they have little education. They have no skills. They come in unequipped to take an industrial job. And so we have, here, a tremendous overloading of all of our school systems - the welfare agencies. It's reflected in every aspect of our government. Now these people coming in unequipped, they pretty soon feel insecure, fearful. They bring with them all of their old rural prejudices and folkways, and they come together in a very insecure situation. And so they fall pretty easy prey to all sorts of demagogic assertions. They are troubled people and they need help. This is one of the problems

which isn't really being met, and this is at the background of the South. And it would be very unwise, and I'm delighted you mentioned this, because I have a fear that some of our friends in the other areas may fail to take into consideration that this revolution and this transition, in agriculture and industry, is the backdrop against which this school problem is being played.

MURROW: Mr. McGill, I have the feeling that in spite of your loud and raucous voices, that this debate has been conducted in a rather even-tempered fashion. Isn't that true?

MCGILL: Yes, sir, I think much so than some of our less fortunate neighbors, perhaps. I think this is in part because those raucous voices have in large part been so preposterous and so ridiculous in some of their claims and assertions, so abusive, that they have rather discounted themselves. And we rather hope they continue as raucous as they've been, because they help the climate.

MURROW: Mr. McGill, if the public schools, in Atlanta, should be integrated in September of 1961, will there be trouble?

MCGILL: There might be some, sir, and there probably, and almost certainly, will be agitation and attempts at agitation. But we have a very fine Mayor, a wonderful Chief of Police, a fine staff of police which will do their duty. And if we can have some help from the Sheriff's office, and if the other neighboring fanatic elements or extremist elements don't send in people from outside, we'll get along without any trouble. I have confidence in our people to keep order.

MURROW: I gather that in spite of the fact that you have been under rather serious and sustained attack, that your faith in the future of the South is undiminished. Is that right?

MCGILL: Oh, yes, sir, this is a great region with a great future, great people, and we'll make it.

MURROW: Thank you, Ralph McGill.

MCGILL: Thank you, sir.

MURROW: We returned to Governor Vandiver for his views on Judge Hooper's recent ruling.

On May 9th, Judge Hooper ruled that the public schools in Atlanta must be integrated by September of 1961. What is your reaction to that ruling, Governor?

VANDIVER: Well, I stated, soon after Judge Hooper's action, that the matter apparently addressed itself to the 1961 General Assembly. Certainly, I would not want to predict what a General Assembly that has not even been elected, would eventually do. However, I do know that the problems which will confront them will be the most serious, the most fateful ever to face modern-day Georgians. I am confident that the people of this State will elect to their General Assembly, men of character, men of patriotism; strong men who will be equal to the task, and who will give this situation open-minded consideration.

MURROW: Who speaks for the South? Who speaks for Georgia? Judge Hooper has ordered that integration shall occur by September of 1961. The Sibley Committee has reflected a deep and wide difference of opinion. The Governor indicates that the solution must come from the Legislature. The solid South is no longer solid. There is in progress here a great dialogue of public

debate, in the tradition of our country.

ROY HARRIS: (Applause) Now, here's my prediction. The Legislature won't meet this year. (Shouting)

SYLVAN MEYER: There are some things that every American is weaned on - that he believes in, basically. Let's remember and emphasize those all the time, because in my opinion, it is mind-changing time in Georgia.

(MUSIC)

ANNOUNCER: "Who Speaks For The South?" was filmed and edited by the staff of CBS REPORTS under the supervision and control of CBS NEWS.

CBS REPORTS

"Biography of a Missile"
as broadcast over the
CBS Television Network
Tuesday, October 27, 1959
10:00-11:00 PM, EST

First program in a special CBS News series
dealing with leading national and international issues

EDITED BY: Edward R. Murrow and Fred W. Friendly
REPORTER: Edward R. Murrow
PRODUCER: Palmer Williams
ASSOCIATE PRODUCER: Edward M. Jones
EXECUTIVE PRODUCER, CBS REPORTS: Fred W. Friendly

MURROW: I'm standing on a launching pad at Cape Canaveral. Behind me is a Juno II missile -- a modified Jupiter. Some time tomorrow, come rain or shine, this missile will attempt to loft a satellite weighing more than ninety pounds, and put it into orbit. We've been living with this missile for several months. When we undertook this project, neither the United States Army or the National Aeronautics and Space Administration, nor we, knew whether Project Sixteen would be a success or a failure. At the time that this is being recorded, we still don't know. They make this missile and we report its biography. But from the beginning, it has been understood that win, lose or draw, it would be broadcast on CBS REPORTS, on October 27th, 1959.

This is the cast of characters who helped build Project Sixteen, and whose appetite to teach their fellow Americans makes tonight's "Biography of a Missile" a reality. Wernher von Braun -- at twenty-seven, head of the German rocket development during World War II -- at forty-seven, Technical Director of the United States Army group that built this missile.

VON BRAUN: Well, after the static testing period is over, we bring the missile back to the hanger; clean it; inspect it very --- very thoroughly, and then we fly it down to Cape Canaveral where Doctor Debus, who runs our missile firing laboratory, and his team, will set it up on the launching pad; check it out again, and then fire it.

MURROW: And we will be down there to watch them fire it. Do you think it'll work?

VON BRAUN: Oh, it will -- certainly.

MURROW: Next, the working partnership that actually fires the missile from the block house at Cape Canaveral. Kurt Debus, V-2 Test Director, who fired our first successful satellite, our moon probe and the space monkeys. I would suppose you have probably shot more missiles than any man on this minor planet. Is that right?

DEBUS: Well, as far as the Western hemisphere goes, I would say possibly, yes, but I cannot speak for the countries behind the Iron Curtain. I don't know what they have been doing.

MURROW: The junior end of the block house partnership, Bob Moser, Vanderbilt University, 1950.

MOSER: Give me a check from all stations auto pilot rack.

VOICE: Roger.

MURROW: William Pickering, born in New Zealand, Director of Cal Tech's Jet Propulsion Laboratory. His break-through with solid fuel rockets got our first satellite into orbit.

James Van Allen, State University of Iowa - the Van Allen belt was discovered by the radiation experiments of Explorer I and III. This payload could achieve infinitely more.

VAN ALLEN: This is the composite IGY satellite, as we call it. It's probably the most ambitious, scientific satellite ever built so far -- weighs, as you know, a little less than one hundred pounds. It's been developed by the efforts of very many people at laboratories all over the United States. There are several man-years of work in that little box.

MOSER: ABMA payload.

VOICE: Roger.

MOSER: Pad safety clear?

VOICE: Roger.

MOSER: Telemeter Hangar D.

VOICE: Roger.

(MUSIC)

(ANNOUNCEMENT)

ANNOUNCER: And now, "Biography of a Missile" -- Project Sixteen - five million dollars, eighteen months from drawing board to launching pad ordered by the National Aeronautics and Space Administration, built by the Army Ballistic Missile Agency, at Huntsville, which last week was transferred to the Civilian Space Administration. Reporter, Ed Murrow.

MURROW: Ninety per cent of the weight and bulk of a ballistic missile is a flying fuel storage tank -- the skin made of aluminum alloy less than a tenth of an inch thick, and it will hold over one hundred thousand pounds of jet kerosene and highly volatile liquid oxygen three hundred degrees below zero. Because it will be subject to the hot Florida sun, the extreme temperatures in the vacuum of space, and the violent vibrations at its explosive lift-off, it must be perfectly balanced and precision welded to a thousandth of an inch. Next, this welding machine joins the ringlets together (nine of them make up our missile) as they roll through a full three hundred and sixty degrees, under a stationary arc. It was also developed by the Army, and then turned over to Chrysler for its Jupiter assembly lines (as seen here). Although this is a mass production technique, each weld is so critical, that every missile, every section, every weld, is minutely inspected and x-rayed. Each missile is given a high pressure water test to simulate flight pressure, and to detect any structural weakness. This particular skin buckled in an experiment to determine how much a Jupiter could take.

Our Project Sixteen skin passed its test and then moved across the vast Huntsville fab lab to be married to the giant rocket engine whose enormous fuel reservoir she will be for the first three minutes of Project Sixteen's planned eternity in space.

Eleven months ago and twenty-one hundred miles away, in the canyons of Southern California, the engine, sometimes called a rocket, sometimes called the power plant, sometimes the booster, is born. Produced by Rocketdyne, a division of North American, it is sold to the government for a quarter of a million dollars. On a mandrel, shaped like a dressmaker's dummy, tubes of nickel are banded together into what will be the thrust chambers where the kerosene and liquid oxygen will be united to form a white, hot, gaseous mass which exhausts from this tail pipe nozzle at a speed of more than a mile a second. Turbo pumps force feed the thrust chamber at the incredible rate of about six hundred pounds of fuel and oxygen per second, through a perforated shower head which will spray the equivalent of more than a fifty-five gallon oil drum per second. Here, in a valley of the moon atmosphere, in the Santa Suzanna Mountains, each engine is tested first by components and then as an entire power plant. Each full test will burn ten thousand dollars worth of fuel and liquid oxygen. This engine, which has one hundred and fifty thousand pounds of thrust, equal to the thrust of twenty F-86 jet fighters which this company also made, is basically the same engine made for the Air Force's Thor and Atlas missiles. But up until now the engine has not been part of a missile. Its fuel has come from fixed storage tanks which have been used to make hundreds of such tests. Now in Huntsville, the first two major components are aligned and meshed into what will, from now on, be referred to as the main stage or first stage booster.

In this new missile configuration, it must be tested again to insure compatibility. During this live firing test, the missile will be held down by a huge steel ring imbedded in fifty feet of reinforced concrete. A waterfall of nine thousand gallons per minute keeps the steel deflector plate from burning up. In the block house, an electronic fortress, a thousand feet removed, and connected to the missile by a tunnel containing over eleven hundred information and control channels, we talked with Dr. von Braun.

VOICE: 3 - 2 - 1. Zero.

MURROW: Doctor von Braun, this is the second time we've seen that engine tested on a static stand. This is perhaps a good time for me to ask you the basic question -- what makes it go up?

VON BRAUN: Well, a rocket motor can be compared with a machine gun. A machine gun fires small bullets in a rapid sequence out of the barrel, and each little bullet, as it leaves the barrel, exerts a recoil onto the breach of the barrel. Maybe I could best explain this at the blackboard.

MURROW: Good!

VON BRAUN: (AT BLACKBOARD) Suppose this is the rifle barrel and this is the bullet. Now, if you put a powder charge in here and ignite it, this powder charge will exert a pressure onto the bullet which drives the bullet out of the barrel.

MURROW: Yes.

VON BRAUN: But an equal force will be exerted onto the breech of the gun. But, of course, also forces in this --- in this direction, but they are cancelled out because they act against the barrel, itself, but this force here is not compensated, so whereas this force drives the bullet out of the barrel, this acts against the

breech, and it is this force that we feel as a recoil slamming against our shoulder when we fire a rifle. Now, in a machine gun, you start feeding new bullets in here and new cartridges, and as a result, you get lots of little pushes.

MURROW: Yes.

VON BRAUN: Now, on a rocket motor, the situation's quite similar. If this is a rocket motor and we inject a liquid propellant and a liquid oxydizer, such as liquid oxygen, into this motor, and burn it here and generate gas, millions of little gas molecules will start screaming out of the nozzle, and each of these molecules represents a little bullet....

MURROW: Yes.

VON BRAUN: ....which exerts a little recoil onto the backside of the gun, so there will be thousands of millions of little recoils acting in this direction, and the total sum of these recoils is a thrust of the motor.

MURROW: How does it operate when it's up there where there is no air - or it's in a vacuum?

VON BRAUN: This is fuel and this is oxygen; since in the vacuum of outer space we have no air in which the fuel could burn, a liquid fuel rocket has to carry its own oxygen.

MURROW: Oh, it carries its own oxygen?

VON BRAUN: Yes, a rocket engine is the only conceivable engine that could work in the vacuum of outer space.

MURROW: Well, I now understand how it gets its thrust -- what brings it off the ground, but I notice that this thrust chamber out there was swiveling, twisting about. That's part of the process of steering it, isn't it?

VON BRAUN: Yes, it works very much the same way like the swiveling of an outboard motor on a boat. You also swivel the thrust axis under which the propeller is exerting thrust onto the boat.

MURROW: Doctor von Braun, we've been talking with a number of your colleagues here for the past few days, and they all keep saying, we didn't really do very much about this, you know. Ours was just a minor contribution, but this was a team effort. How does the team operate? Do you have big, formal sessions and exchange minutes and long memos, or just how do you go about it?

VON BRAUN: Well, I would say the better the team, the fewer meetings you need, and the more business you can handle over the squawk box. Even when putting a team together, you should not try to find people whom you can outsmart, but people who are smarter than you in their particular field, and the smarter the people in the working level are, the better is the team. I think nothing hurts team effort and any greater development effort, like development of guided missiles, more than this you might call "pappy knows best" attitude on the part of the top management. Pappy just doesn't know best. He gets the best answers if he asks the man who is to do the job.

MURROW: Well now, Doctor von Braun, what are you working at out here on the left side of that tower - which is what -- about twenty-two floors high. Something like that, isn't it?

VON BRAUN: Yes, we are converting the left side of this tower for the static testing of our new Saturn booster. This will be the biggest rocket that has been tried anywhere, probably, including the Soviet Union. It will be our next generation's space vehicle.

It will produce one and a half million pound thrusts with eight engines, which are in a way an advanced version of the engine that you see right there -- the Jupiter engine, only we're going to have eight of them.

MURROW: Eight -- all in a cluster.

VON BRAUN: Yes -- and just to illustrate the tremendous power and dimensions of this unit, it will use a complete ICBM - an Intercontinental Ballistic Missile as the second stage.

MURROW: And what about the third stage?

VON BRAUN: Well, there would be a pretty advanced and sophisticated third stage. The total thing will be a three-stage vehicle, and it will be able to carry many times ten tons into orbit in one flight.

MURROW: Well, is that the one that will send up the Astronauts?

VON BRAUN: Well, the --- the Astronauts will first begin some rather modest flight tests on Redstones -- just ballistic ranges.

MURROW: What do you mean by modest tests?

VON BRAUN: Well, the apex will be only about eighty miles up, and the range will be two hundred miles, and the flight will last only about ten minutes, out of which six minutes will be weightlessness. Thereafter, they will board an Atlas and go into orbit. Now, with our Saturn vehicle, we can launch a whole busload full of Astronauts in one flight into orbit, so this will be the real space ship.

MURROW: Well, is there, in theory, any limit to the size of the object that you can hoist up there?

VON BRAUN: No, I would say the --- the only limitation that I know of is the taxpayer.

MURROW: "Biography of a Missile" continues immediately after this word from B.F. Goodrich.

(ANNOUNCEMENT)

MURROW: But if a missile had only a power plant and a fuel storage tank, it would still be nothing more than a mammoth Fourth of July sky-rocket. What distinguishes Project Sixteen or any ballistic missile from uncontrolled fireworks, is the guidance and control section. In a manned bomber, it is the pilot, the navigator, the engineer, and all the instruments of their flight deck. This section of our missile which will be attached just above the booster unit, is eight feet high and contains more than a hundred sensing and command instruments. The whole guidance and control system is made by the Ford Instrument Company division of Sperry Rand and sold to the government for about two hundred thousand dollars. The heart of it is the gyroscope platform made under surgical conditions to tolerances of a fifty-millionth of an inch. When this gyro or any gyro is not energized and spinning, it has no stability and no effect upon the missile or itself. The unit has three whirling gyros (in principle like a child's toy), which make it possible to keep the missile stable and aimed. At Huntsville, Alabama, this simulated missile was built over this gyro platform to teach us how it operates in flight.

MURROW: Mr. Mueller, we're surrounded here by some of the elements of the guidance and control section. This is the gyro. How would a layman best describe that -- as an automatic pilot or the helmsman for the entire missile?

MUELLER: I would say it's a --- it's a helmsman -- that's right. Of course, a complete guidance system is the instrument which measures what the missile is doing -- deviations from the prescribed trajectory. It is essentially a sensing instrument.

MURROW: And it knows where the missile is at all times?

MUELLER: It knows exactly where the missile is at all times. This is right. It knows the angle of position of the missile and it knows the deviation from a prescribed trajectory.

MURROW: Then, Mr. Mueller, as I understand it, this gyroscope remains fixed in space no matter what happens to the missile. It makes corrections and if it had an eye on the top of it, that eye would be fixed on a specific star all the time.

MUELLER: Yes. If a man could ride in that missile and look through that eye, he would always see the same star during the flight, regardless what the missile is doing.

MURROW: And it floats completely free?

MUELLER: It floats completely free.

MURROW: Now, Mr. Mueller, if we regard this gyro stabilizer as the helmsman, or the pilot, at some point it is going to get an order to change course -- to alter the course of the missile. Who or what gives that order?

MUELLER: This order is coming from a tape machine which is also built into a missile.

MURROW: You mean a tape machine like we use in radio?

MUELLER: Oh, very similar, a little bit more accurate. This tape here carries a few channels of information. This information is all pre-calculated, and during the flight, we pick up this information and feed it into this gyroscope here, and as a consequence, this gyroscope will initiate the turning of the missile.

MURROW: So that at some point on a time basis, the tape machine tells the gyroscope to alter course?

MUELLER: Yes, this is right.

MURROW: But the tape machine has only pre-determined information?

MUELLER: This is right. Only the ....

MURROW: In the ground -- on the ground.

MUELLER: Only the pre-determined information. The information which we gain during the flight is gained by this instrument here -- the gyro stabilized platform. All this information we feed into the computers, and some pre-determined information is also set into the computers, and these computers will compare these values and make certain decisions. For instance, the computers have to decide when the thrust has to be cut off of the power plant.

MURROW: And when the satellite finally reaches orbit, all of this material, of course, is destroyed and burns up, as it reaches the earth's atmosphere.

MUELLER: Yes, everything is lost. We would have only the pay load, finally, but these instruments are of no value any more.

MURROW: A missile has been called an exercise in perfection -- the blending of a hundred thousand different parts and instruments into an orchestrated, technological entity, where one bad note, one malfunction, means disaster for the whole.

Almost every misfire in our nation's missile program has been traced to such a failure, and every failure has produced a new testing sequence. There is no end to the checking and testing. A gyroscope that works in a lab won't react the same way as it will when exposed to the shock and recoil vibrations of those millions of molecular machine gun bullets that Doctor von Braun

described. So it is tested under conditions of extreme heat and cold, and shaken. A precision instrument, such as the accelerometer, may have to respond accurately to a force of fifteen times that of gravity. So it is exposed to twenty G's. The satellite itself will be baked, shaken and spun on the ground to insure its accurate performance. Most of what the scientists learn from it and from the missile will come back through a system called telemetry -- for in space, there can be no tunnel of multiple wired circuits such as Doctor von Braun demonstrated at the static test. Small sensing organs in the missile transmit vital information by radio from space down to the telemeter equipment on the ground, where the real autobiography of a missile is written. Otto Hoberg prepared this telemetering demonstration for us.

All right, Mr. Hoberg, we're separated by only about twenty feet, but actually, it's as though you were up in that missile about five hundred miles over the equator, and I am down here on the ground.

HOBERG: Ready on the missile. We have a temperature measuring gauge mounted on the missile. Now, I apply heat. Do you see the effect?

MURROW: Oh yes -- yes, of course. It's going up.

HOBERG: Very nice. Is it being recorded as well?

MURROW: Yes, in --- and the graph is coming out here on the data printer too. It looks to be identical. Is that the way it should be?

HOBERG: This is the way it should be, exactly.

MURROW: Now, what about vibration?

HOBERG: Well ...

MURROW: I was once told by a missile man that if I didn't understand anything, after a long explanation, I should just say -- what about the vibration. Can you demonstrate the vibration?

HOBERG: Yes, I certainly can. We measure, in fact, a number of vibrations outside on the missile skin. (RAPPING)

MURROW: Oh, yes.

HOBERG: And this vibration is --- is transmitted through the telemetering system down to the ground, and -- by the way, do you see it? (RAPPING)

MURROW: Oh yes. Will you come down to earth, or shall I come up there?

HOBERG: You'd better come up to space.

MURROW: Approximately thirteen months after fabrication began, Project Sixteen is coaxed up the ramp of a MATS Globe Master transport, for shipment to Cape Canaveral. Actually, one of the criteria that helped determine the Jupiter's size was that it could be carried in this airplane, and that it could be pulled through the Bern Tunnel in the Swiss Alps.

At Cape Canaveral, an Air Force installation operated by Pan American Airways, where all three services fire missiles, Project Sixteen is trucked to Pad 5 and hoisted into position. The gantry crane, which will service it for the next five or six weeks, rolls into place beside it and around it. But what you are now looking at is still a long way from the finished Juno missile. This is only the first stage, the liquid fuel part, which will hoist the pay load only to the edge of space. The final kick which will last for only a matter of seconds will develop power equal to five diesel locomotives and be in the form of fifteen small solid fuel rockets such as the one we are now looking at. These rockets, arranged

in a three-stage cluster, were pioneered and tested by the Jet Propulsion Laboratory, California Institute of Technology. During a spin test, which is similar to what happens in flight, Doctor Pickering explains to Reporter Jack Beck how it works.

PICKERING: Now, we --- we have the cluster assembled. You see the cluster of eleven rockets first, and then three rockets that fits inside the group of eleven, and then the single rocket which constitutes the fourth stage, so ....

BECK: And on top of which goes the pay load.

PICKERING: And then we put the pay load on top of this. The scientific instruments go on up here, so then when the assembly is launched from the front end of the Jupiter, the cluster -- the spinning cluster just comes out of the tub and first the eleven rockets fire -- then the three rockets and then the single rocket, so as to bring the pay load up to the necessary speed of about five miles a second for a satellite.

BECK: Why do you spin the upper stages of the rocket, Doctor Pickering?

PICKERING: By spinning the cluster, the rockets come shooting out of this tub and maintain their direction quite accurately.

BECK: Well, this is roughly analogous then to the rifling in a rifle barrel. Is that right?

PICKERING: The same sort of thing. Yes.

BECK: To keep it true on its course.

PICKERING: To keep it true. Right.

BECK: Now, about the system itself -- is three the magic number, or do you foresee that in some future time you'll have a greater number of successive stages firing?

PICKERING: Well, if I think about a space vehicle which is perhaps going to land a man on the moon, or another planet, then bring him back to earth, then I add up a lot of stages, because whatever it takes to get him up to speed, I then have to add a stage to slow him down on the moon, a stage to get him off, or perhaps two -- another stage, to slow him down when he comes back to the earth, so it adds up to seven or eight stages perhaps.

BECK: How far away is that, sir?

PICKERING: The moon -- a quarter of a million miles.

BECK: No - the time.

PICKERING: The time? It'll be several years.

MURROW: A courier from Cal Tech will accompany the cluster to the Cape. The second and third stages are lifted up onto the top of the booster stage, just above the guidance section.

This is the ultimate, the final product. Everything that we have seen so far has been designed to lift this pay load into orbit. It weighs about ninety pounds, and Doctor Van Allen, before they take it out and put it on top of the missile, perhaps you would explain to me what's in it, and then, later, what it's designed to do?

VAN ALLEN: Now, this is a shell made of fiber glass - on it are mounted solar batteries. Now, these little black cells receive energy from the sun, convert it to electrical energy, and serve to power the electronic apparatus which is inside.

MURROW: And the power comes from batteries, and the batteries, in turn, are charged by solar energy. Right?

VAN ALLEN: That's correct.

MURROW: And there are two transmitters, and these are the batteries around the outside?

VAN ALLEN: Yes.

MURROW: Correct?

VAN ALLEN: Yes, each one of these cells contains the chemical storage batteries. They power the apparatus while the satellite is in the shade of the earth - on the back side from the sun. Then, while it's in sunlight, the solar cells recharge these batteries and also power the apparatus.

MURROW: And how long will this satellite remain up there?

VAN ALLEN: Ideally, we expect it, if successful, as planned, to remain up for many years. However, the operating lifetime is limited to one year by this little cutoff timer which is an electrically driven --- driven clock. The purpose of this is to remove this one transmitter from the radio spectrum so that we won't, so to speak, jam this frequency forever.

MURROW: Make room for another one to operate, is that right?

VAN ALLEN: Yes, that's correct. That's correct.

MURROW: Now, this is one antenna, here, isn't it?

VAN ALLEN: This is correct. This is the one hundred and eight megacycle antenna - these four feeler arms.

MURROW: And the others come out here -- here and here. Right?

VAN ALLEN: Yes. The twenty megacycle antennas must be much longer for efficiency -- total span twenty-four feet in flight.

MURROW: This --- this --- inside this column is the pay load inside the pay load, isn't it?

VAN ALLEN: Yes. Yes.

MURROW: This is where most of the instrumentation is.

VAN ALLEN: We can look at the inside.

MURROW: Doctor Van Allen, I wonder if you could run down the passenger list in this, for us?

VAN ALLEN: Yes. It has a composite of five different basic experiments. In addition to the cosmic ray heavy nuclei and our radiation package on the top, there are two devices for studying the soft radiations from the sun - those which never penetrate the atmosphere and are inaccessible from the earth's surface. Those are the solar x-ray cell and the solar ultra-violet cell of Doctor Friedman's at the Naval Research Laboratory. Now, each one of these individual decks, as we call them -- or flat, pill-box shaped decks, contains electronic equipment. Each slice is chock-full of transistors and other circuit elements which are associated with the individual detectors, delivering to the ground station the information as to what's happening in the bird. Then, there is a very pretty meteorological experiment, prepared by Professor Sumi, at the University of Wisconsin. This is designed to measure the heat balance of the earth -- the energy received from the sun by the earth -- the energy reflected from the earth and the energy emitted from the earth as a warm astronomical body -- these --- the combination of these determines the earth's weather.

MURROW: And what, roughly, will be the orbit?

VAN ALLEN: It will sweep as far North as the southern tip of Hudson Bay -- as far South as Cape Horn in South America, for example.

MURROW: Now it is midnight of the final day -- twelve hours to zero, and Bob Moser begins his countdown.

MOSER: T-minus six hundred and forty minutes. Six, four, zero minutes. Clear to lift fourth stage to the third level -- lift the fourth stage to the third level.

MURROW: At zero minus ten and one half hours, the final stage Rocket is hoisted into position high above the pad and made part of the cluster.

MOSER: T-minus four ten -- clear to lift the pay load to the third level -- lift the pay load to the third level.

MURROW: At 2:45, as the pay load is hoisted into position, we stood in the block house with Doctor Debus, who will direct the firing of Project Sixteen, and talked about the shot.

Now, Doctor Debus, when you shoot, the booster -- the engine that we saw being made in California will lift the entire missile, and how far will it carry it?

DEBUS: It will carry it until burn-out of the first stage.

MURROW: And how long will that take?

DEBUS: That will take a hundred and seventy-eight or thereabouts, seconds.

MURROW: And how will you know whether it comes up to expectations?

DEBUS: Well, we'll follow these recorders here, and in the recorders we have a pretty good indication whether we stayed close enough to the anticipated trajectory. We will hear a sound. There will be a growling noise after ten or fifteen seconds which is a dovap beat, as we call it ...

MURROW: Yes.

DEBUS: And it will be something like (GROWLS) and then it will gradually pick up. Now, this is the most satisfying noise you will hear in the block house.

MURROW: This pleases you, does it?

DEBUS: Absolutely - absolutely, and as the velocity follows a pre-drawn trace, we hope, there will be an indication as to the accuracy with which we retain the azimuths.

MURROW: And where will it be when the first stage falls away?

DEBUS: When the first stage falls away, it will be ninety miles out - about. At this point, then, we have obtained sufficient velocity to carry the upper configuration, that is the instrument compartment and the spinning cluster, to the point where we want to ignite the upper stages.

MOSER: Lift the shroud and shroud support on the missile.

MURROW: At 4:45 A.M. the satellite having been secured, the shroud which covers the pay load, and the second, third and fourth stages, is hoisted to the top of the gantry, and fastened into place.

You have no control once that missile is one inch off the launching pad -- no control from the ground. Right?

DEBUS: No control from the block house. The flight safety people can cut it off if it misbehaves. This is the only control that we, as humans, have.

MURROW: All right.

DEBUS: Now, if it does it in any dangerous way, the Flight Safety Officer will cut it off.

MURROW: Doctor Debus, every single act, every item in the check-list is critical, and yet the atmosphere around here seems to be relaxed and rather informal and easy-going. How do you maintain discipline?

DEBUS: We --- we do not maintain discipline in this sense of the word. Discipline is there. It is a voluntarily broad contribution to other functions of every single individual. In --- in major areas where it counts, we have examples where human errors were made and they are made everywhere humans are at work, where after a firing, voluntarily a contribution was made of a --- of an error.

MURROW: You mean a man comes in and says, "I turned the wrong screw" or failed to couple something up?

DEBUS: This is right. This has happened in --- in two instances where discipline, of course, would be the wrongest thing to apply. It is not the fault - it's the man. Maybe it is the fault of --- of the functional sub-division of work where we would have to look in, but it is a voluntary acceptance of the better knowledge of the supervisor that leads to a condition of this relaxed atmosphere you see here, and not in external discipline that is rammed down the throat of somebody.

MURROW: "Biography of a Missile" will continue with the countdown immediately after this word from Bell & Howell.

(ANNOUNCEMENT)

MURROW: At 6:00 A.M. fueling begins. The tactical Jupiter's fueling can be done in a matter of minutes. In space probes it takes an hour.

MOSER: T-minus two seventy-five. 2-7-5 minutes. Install the angle of attack meter. Install the angle of attack meter.

MURROW: At 7:40 A.M. the angle of attack meter, which senses the external wind for the guidance system, is fastened on top of the shroud.

MOSER: T-minus two hundred and fifteen minutes -- 2-1-5 minutes. You have a clearance to load LOX. You have a clearance to load liquid oxygen.

MURROW: A liquid oxygen is now being pumped aboard. It comes from three trucks; it is weighed as it goes aboard. There will be about thirty tons of liquid oxygen when the fueling has been completed. In temperature, it is almost three hundred degrees below freezing.

At 10:30, the mosquito-filled Florida night, which gave way to the dank dawn, has been replaced by the humid mid-morning sun. The missile, now three hundred degrees cold inside, is subjected to one hundred degree heat on the outside. The clash between the frost and the sun causes the skin to groan and shrink perceptibly, as the scale and the instruments keep its weight and alignment constant. The final tapes which have protected the missile from the elements are torn off.

MOSER: T-minus one hundred minutes. One-zero-zero -- attention all personnel, please clear the service structure and pad of all non-operational personnel for connection of the destruct package.

MURROW: At zero minus one and one-half hours, the destruct package which, as Doctor Debus explained, will be used to destroy the missile, if it becomes a menace to population, is electrically connected. The technique involves a long, explosive prima-cord, attached earlier, which will be responsive to a radio signal from the range safety officer, and will cause the tanks to rupture, if necessary. At central control, the range safety man for Project Sixteen, Air Force Major Hal Fitzpatrick, watches the final steps of the countdown with a combination of television monitors and radar equipment. The decision to destruct, if and when, is his alone.

MOSER: T-minus seventy-five minutes. You are now clear to remove the service structure. Remove the service structure to firing location.

MURROW: The gantry crane pulls back on its railroad tracks, leaving Project Sixteen alone and sweating. There is less than fifty-five minutes remaining. All the visitors and brass, except General Barclay -- either he or General Medaris is present at all major shoots -- leave the area. Now, all the fuel trucks and service vehicles, including the chow wagon and the fire engines, depart, as the warning lights and claxons close the area. (CLAXON) The block house is sealed.

MOSER: T-minus thirteen minutes. Cluster control panel speed regulator power on.

WHEELER: Speed regulator power on.

MOSER: Roger. Clear to bring the cluster motors up to launch RPM.

WHEELER: Roger.

MURROW: Under the shroud at the top of the missile, the tub holding the cluster of solid fuel rockets, begins to spin.

GREENFIELD: Fifty RPM. One hundred RPM.

MOSER: Telemeter recording on. Pre-flight calibrator from zero per cent to oscillator.

CLAY: Oscillator.

MURROW: At zero minus eight minutes -- to Moser, T-time means zero, the telemetering calibration test begins. This is the final scaling of the gauges. When the missile is airborne, these gauges will indicate the actions of the missile. At this point, they're being artificially stimulated in cadence to establish telemetering accuracy just before launch.

MOSER: Fifty per cent.

CLAY: Fifty.

MOSER: One hundred per cent.

CLAY: One hundred.

MOSER: Zero per cent.

CLAY: Zero.

MOSER: Calibrator on.

CLAY: Calibrator on.

MOSER: Forced calibration on and off.

CLAY: Forced calibration on and off.

MOSER: Telemeter recording off. Pre-flight calibrator off.

CLAY: Roger. Off.

MOSER: Command receiver number 1 on.

CLAY: Command receiver number 1 on.

MOSER: Command receiver number 2 on.

CLAY: Command receiver number 2 on.

MOSER: Minus five minutes - pay load power on.

DeAGRO: Pay load power's on.

MOSER: Check pay load timer zero.

DeAGRO: Timer zero.

MOSER: LN 2, fill switches to closed position.

CLAY: Roger.

MOSER: Check voltage adjustments on the ground supplies.

CHANDLER: Roger on the voltages.

MOSER: Ready on guidance panels?

AUSTRANDER: Roger.

MOSER: Transfer the clusters to internal power.

WHEELER: Cluster motor's on internal.

MURROW: Until this moment the missile has gotten all its power from normal ground generators. Just before launch it switches to its own internal batteries. It is tested briefly now and then, quickly returned to ground-power to preserve the batteries.

CHANDLER: D 7 - sixty.

MOSER: Roger - inverter 1 okay?

CLAY: Roger, Bob.

MOSER: Inverter 3?

CLAY: Roger.

MOSER: Measuring voltage?

CLAY: Roger.

MOSER: Boom seven fifty, off?

SWEAT: Roger.

MOSER: Prep complete off.

SWEAT: Roger.

MOSER: Cluster transfer switch off.

WHEELER: Cluster transfer switch off.

MOSER: Verify that the cluster stayed on internal.

WHEELER: Cluster on internal.

MOSER: All right. Stand by for power transfer off.

CHANDLER: Power transfer test off.

MOSER: Roger. Thank you. Give me a check from all stations auto pilot rack.

WHITESIDE: Roger.

MOSER: Propulsion panel.

SWEAT: Roger.

MOSER: Generator panel.

CHANDLER: Roger.

MOSER: Measuring panel.

CLAY: Roger.

MOSER: Cluster control panel.

WHEELER: Roger.

MOSER: Guidance rack.

AUSTRANDER: Roger.

MOSER: Pad safety.

MAN: Okay.

MOSER: We're T-minus three minutes on my mark. Mark minus three minutes.

MURROW: The missile is now alive with spinning hardware. The gyros are spinning, the satellite is spinning, and if one could see the cluster, it would look like this.

MOSER: 2 minutes thirty seconds - arm destruct package.

CLAY: Destruct package armed.

MOSER: Pad safety note - close your hold fire.

FITZPATRICK: You're clear to launch.

MOSER: Range safe indication, Roger.

SWEAT: Right.

MOSER: Minus 2 minutes - firing key to launch position.

SWEAT: Firing key to launch position.

MOSER: Verify pre-launch out. Launch on.

SWEAT: Roger.

MOSER: Pay load timer zero.

DeAGRO: Pay load timer zero.

MOSER: Squib and link okay?

SWEAT: Roger.

MOSER: Stand by to transfer cluster to internal. One minute forty seconds. One minute thirty-five. One minute thirty seconds. Transfer cluster to internal power for flight.

WHEELER: Cluster on internal.

MOSER: Verify ready to fire.

SWEAT: Roger.

MOSER: Telemeter tape on.

BOGART: Telemeter tape on.

MOSER: On my mark, it will be sixty seconds - 4 - 3 - 2 - 1, mark sixty seconds final weight reading. Automatic LOX topping off.

SWEAT: LOX replenishing, off.

MOSER: Fifty-five seconds. Firing Command.

SWEAT: Firing Command.

MURROW: This Firing Command button does not actually fire the missile but sets into motion a series of automated commands, which terminate forty-five seconds later with final ignition and take-off.

GONZELES: Twenty -- twenty-two.

SWEAT: LOX Tank pressurized.

CHANDLER: Power Transfer.

MOSER: Nineteen.

SWEAT: LOX start - Tank pressurized.

MOSER: Seventeen. Sixteen. Fifteen. Ten.

SWEAT: Fuel start tank pressurized.

MOSER: Five seconds, four, three, two, one.

SWEAT: Ignition. Main stage. (SOUND OF BLAST-OFF).

MURROW: The Range Safety Officer - watch his hand.

(EXPLOSION)

DEBUS: Stay in the block house. Stay in the block house. Stay in the block house.

VOICE: Look up here.

MURROW: For one hour the block house remained closed. There was no crisis, no confusion -- just the depression that comes from defeat and no air conditioning, and the disbelief that a year's work now looked like an oil dump fire, occasionally sprinkled with luminous splinters of drifting debris. Project Sixteen, or Space Lab Number 1, died here just about four hours ago. It died right here near the launching pad. Most of the pay load is down here in this gully. You'll find other bits and pieces of it scattered out here on the smoking debris on the other side of the road.

Normally, after a launch, that launching pad is as clean as a dinner plate, and you can see what it looks like now. The life of this missile was a little more than five and a half seconds. It was blown up by the Range Safety Officer just shortly after it tilted off the pad. The price of missilery is high. You see here only a little bit of it. What you can't see is the fact that thousands of people spent more than a year developing this Project; testing it; feeling its pulse; taking its temperature, until they all developed a real affection for it. It came to be almost like a human being, and as you watched them walking around that missile, while it was standing there in solitary splendor, you had the feeling that every one somehow stood up a little straighter than he normally did. It was a great sense of pride and accomplishment, and then in five and a half seconds, it was all over. Doctor Debus, what happened?

DEBUS: Well, Mr. Murrow, I think we have traced this failure element back to an inverter which is a machine to transform D.C. - this battery power, into a four hundred cycle A.C. and is used for control purposes, and at lift-off, the missile lost control and tilted over, and was five seconds later, destroyed by the Flight Safety Officer.

MURROW: And I understand that you have already retrieved that vital part, and it's on its way in an aircraft to Huntsville. Is that right?

DEBUS: This is right. Yes. We have checked it and it has absolutely no output and must have an internal failure developed at lift-off. A twin to this inverter is right here. You can see where it sticks.

MURROW: That's the one that worked properly, and the other one was ....

DEBUS: This is right. This one worked properly and the other one is in for a post-mortem.

MURROW: What next, General Barclay?

BARCLAY: In spite of the fact that Missile Sixteen came to an untimely end, we have its twin under way. We are planning another shot of this same pay load in the same missile in two months. On Monday of next week, or three days from now, we will have a definite schedule, and we're already at work to replace this, and have another shot which we hope will accomplish the scientific mission that was intended for this one.

MURROW: Well, we hope you will permit us to be with you when you fire the next one. Twenty-four hours ago, when we were shooting some of the assembly of the component parts of this missile, we thought that by this time we would be tracking it while it was in orbit. As you see, this is what is left of Project Sixteen. The disappointment is not the loss of money, the twisted metal, or the man-hours involved. It is rather the fact that had it succeeded, it would have pushed back the frontier of man's knowledge just a little. That pay load would have been one of the reaching fingertips of science that would have brought to mankind a little knowledge that he never before had had. So this is the end of this particular Project. There will be another, and when it is done, we shall hope to report it to you.

A brief footnote is required here. The post-mortem Doctor Debus mentioned was completed less than a week later and revealed that two diodes in the inverter, shown here, which should have been a quarter of an inch apart, touched during vibration,

at lift-off, shutting off power to the guidance system, and causing it to fail. Doctor Debus reports that in the future all inverters will be potted in a special plastic compound to prevent such a thing from happening again.

ANNOUNCER: There is an important epilogue to the story of Project Sixteen which Mr. Murrow will report to you after this word from Bell & Howell.

(ANNOUNCEMENT)

MURROW: Project Sixteen died on July 16th, 1959. Three months later, on October 13th, just two weeks ago today, they tried again with Sixteen A - the same kind of Juno II missile - the identical IGY satellite pay load. As before, the countdown started twelve hours before launch time. Lift-off was 10:30, Eastern Standard Time. As the sixty-ton space vehicleslowly lifted itself off a meticulously clean pad, Doctor Debus and his colleagues watched from the front of the block house. Then they all moved to the telemetering panel to sweat out the mission. In the first eighteen seconds, the missile rises only twelve hundred feet.

DEBUS: Sixteen - there is your sound. The lateral is all right. The dovap tone is doing fine.

MURROW: As the dovap tone increased to that satisfying growl, indicating proper performance, the gyroscope informs the computers that the tape machine can begin to program the trajectory of the missile. At the beginning, the arc northward is imperceptible, at twenty thousand feet, the arc increases.

DEBUS: Go on, baby -- go - go - go. Velocity is fine on the nose. The velocity is right on the nose.

MURROW: At fifty thousand feet, or ninety seconds after takeoff, the big bird is visibly on its way northward.

DEBUS: Can you turn up the tone a little bit? Good! I hear - let it sound. Let it sound.

MURROW: The big Jupiter booster, now practically drained of its fuel and liquid oxygen, was scheduled to have cut off its engine after one hundred and eighty seconds. This came at one hundred and seventy-nine seconds. Separation, which means the empty booster, dropped off from the upper stages occurred six seconds later.

DEBUS: This is still okay.

MURROW: At two hundred and fourteen seconds, the shroud was jettisoned again from a signal programmed into the tape machine.

DEBUS: Now you have to wait.

MURROW: For the next six minutes, there is nothing to do but wait.

DEBUS: Can you tell now?

MURROW: Now, right on schedule, at five hundred and forty-two seconds, the second stage, the cluster of eleven spinning solid fuel rockets, are fired. Nine seconds later, the third stage of three rockets, fired. Again, nine seconds later on, or nine minutes and forty-five seconds after lift-off, the final rocket pushing the satellite, ignites...

DEBUS: (DEEP SIGH OF RELIEF)

MURROW: ...and precisely six seconds later, hurls the satellite into orbit.

DEBUS: No. No. No, not yet.

MURROW: It is now one thousand and thirty miles from Cape Canaveral Southeast of New York and Philadelphia, and traveling seventeen thousand miles per hour, and if a camera could see the satellite, it would look like this, but if it can't be seen, it will soon make its new voice heard around the planet. For the success of Sixteen A will not be assured until tracking stations around the world report in. Then, at one hundred minutes, the Goldstone tracking station in the California mountains, tracked the satellite crossing the Pacific Coast in its first pass over U.S. soil. The ninety-pound scientific pay load is now firmly in space, circling the earth once every one hundred and one minutes. Much will be learned from Project Sixteen A about the cosmos of outer space, but perhaps even more will be learned from the tragedy and failure of Project Sixteen. That is the end of our "Biography of a Missile." It also marks the end of the Army's career in space, for last week the President transferred von Braun's Huntsville team and their Saturn project to the National Aeronautics and Space Administration. If Explorer VII is to be the Army's last salvo in space, it is perhaps a fitting epitaph.

Good night and good luck.

(ANNOUNCEMENT)

SMITH: This is Howard K. Smith. One of the chief unsolved problems of our time is the dizzily increasing number of people trying to make a living on a limited earth. Watch the CBS REPORT on the Population Explosion on November the 11th.

Curtis Mitchell

October 19, 1960

Dear Curtis:

I seize this first opportunity to say thanks for your gracious letter of October 14th. I am just back from a quick trip to London where the B.B.C. ran our Polaris piece. The critics over there were more than kind.

I do indeed recall our last meeting in the Scribe. I went to Buchenwald and did what I fear was a very inadequate piece of reporting.

We are now working on an hour long documentary on migrant labor which is scheduled for Friday, November 25, 9:30 - 10:30 PM. Incidentally, your boss makes a most significant contribution to the program. I hope to see you again when I next come to Washington. Thanks again for writing as you did.

Sincerely yours,

Mr. Curtis Mitchell
Special Assistant to the
Secretary of Labor
U. S. Department of Labor
Washington, D. C.

ERM:gw

U. S. DEPARTMENT OF LABOR

OFFICE OF THE SECRETARY

WASHINGTON

October 14, 1960

Edward R. Murrow
CBS
485 Madison Avenue
New York

Dear Ed:

The "Year of the Polaris" is one of the great imaginative achievements of our time. My hearty congratulations. You have already enjoyed many useful years as a citizen of the human race. This next decade will need your intelligence and execution more than ever.

The last time we talked at any length was in your room in the Scribe in Paris. I, an army colonel, was on my way to Belsen - and you expected to go into whatever concentration camp the Americans liberated. I hoped to get back in time to go with you. We had met much earlier when I was editor of Radio Guide in Chicago and you were in town for a lecture.

Time rushes on - and our pedestal is teetering, but I detect a glimmer of awareness that tyranny anywhere is tyranny in our own front yard. Perhaps we shall, like the British, eventually stop losing battles and pull through to claim the war.

After yesterday in Pittsburgh, why not. If Mazerowski did it, why not the U. S. A.

Keep up the skillfull, perceptive work you are doing - and take one man's word for it, nothing but NOTHING being achieved on this footstool in our western world is more important.

Sincerely,

Curtis

Curtis Mitchell
Special Assistant to the
Secretary of Labor

CM:sm

Press Information
485 Madison Ave., New York 22, N.Y.

October 5, 1960

MARLBORO CIGARETTES SIGNS FOR FULL SPONSORSHIP
OF "CBS REPORTS" PROGRAM, "YEAR OF THE POLARIS"

Marlboro Cigarettes has signed for full sponsorship of "The Year of the Polaris," premiere program of the 1960-61 season of the "CBS Reports" series, which will be presented on the CBS Television Network, Tuesday, Oct. 11 (8:00-9:00 PM, EDT), it was announced today by William H. Hylan, CBS Television Network Vice President of Sales Administration.

"The Year of the Polaris," with Edward R. Murrow as the reporter, tells the life story of this country's newest and potentially most effective deterrent weapon -- a hydrogen-headed ballistic missile using an atomic-powered submarine as its launching pad.

Fred W. Friendly is executive producer of "CBS Reports," the multi-award winning series which is being presented on a twice-monthly basis this season.

Agency for the sponsor is Leo Burnett Co., Inc., New York.

* * *

Press Information
485 Madison Ave., New York 22, N.Y.

October 5, 1960

BBC TO REBROADCAST "THE YEAR OF THE POLARIS"

Edward R. Murrow To Answer Questions On Program in Great Britain

"The Year of the Polaris," premiere program of the new "CBS Reports" series to be presented on the CBS Television Network Tuesday, Oct. 11 (8:00-9:00 PM, EDT), will be rebroadcast in England by the British Broadcasting Corporation less than a week after its original presentation in America.

Edward R. Murrow, reporter for "The Year of the Polaris" and more than half of the "CBS Reports" programs in the 1960-61 season, will fly to London to appear on a special BBC program in connection with the rebroadcast, Oct. 17.

After the showing of "The Year of the Polaris" on the BBC television network, Mr. Murrow will make a short statement on the significance of the Polaris, the nuclear missile launched by submarine, and then face questioning by a panel of British military and political experts. Because of British sensitivity to the presence of American missile bases on home soil, there is enormous interest in England in the Polaris.

* * *

WHO'S AFRAID OF THE BIG, BLACK GOOSE?
FIND OUT -- "TOMORROW"

Bampton, Capt. F. W.
6-A-14

October 24, 1960

Dear Captain Bampton:

Many thanks for your cordial letter of October 17th, and your generous comments about THE YEAR OF THE POLARIS.

The response, both from the press and the public, was most gratifying, and Fred Friendly and I feel some sense of achievement in having been able to present the program.

It was, as usual, our great pleasure to work with the Navy, and we hope there will be many such pleasurable occasions in the future.

With all good wishes,

Sincerely yours,

Captain Frank W. Bampton, U.S.N.
U.S. Naval and Marine Corps
Reserve Training Center
Milwaukee 7, Wisconsin

Boalt, J. A.

October 24, 1960

Dear Tony:

Very many thanks for your cordial letter of October 18, and your kind comments on the POLARIS show. Fred and I are delighted that you enjoyed it. As you know, the press reaction to it was highly satisfactory to us.

The BBC put the show on Monday, October 17, and it is also to be shown in Canada, Australia, Denmark, Germany, Italy and Sweden.

All this makes us feel that our energies were, on this occasion at least, well extended.

Cordially,

Mr. J. Anthony Boalt
Olin Mathieson Chemical Corp.
460 Park Avenue
New York 22, New York

George, Clark.

October 24, 1960

Dear Mr. George:

Many thanks for your cordial note of October 13, and your generous comments on THE YEAR OF THE POLARIS.

Fred Friendly and I, and all the members of the staff involved in the production of the program, have been highly gratified by the response both from the press and the public.

It is particularly pleasing to receive notes of commendation such as yours and some received from other Naval men.

Sincerely yours,

Mr. Clark George
Vice President and General Manager
Station WBBM-TV
630 North McClurg Court
Chicago 11, Illinois

Higgins, J. W.

October 24, 1960

Dear Mr. Higgins:

Many thanks for your cordial letter of October 12, and your kind comments on THE YEAR OF THE POLARIS.

The response, both in the press and by the public, was most gratifying, and Fred Friendly and I feel that we may be justly proud of the program and of our colleagues who put so much of their energies into it.

Cordially,

Mr. James W. Higgins
Director of Television
Station WCNY-TV
P.O. Box 211
Watertown, New York

Pope, Cmdr. N. J., Jr.

October 24, 1960

Dear Commander Pope:

Many thanks for your cordial letter of October 14, and your generous comments about THE YEAR OF THE POLARIS.

The response, both from the press and the public, was most gratifying, and Fred Friendly and I feel some sense of achievement in having been able to present the program.

It was, as usual, our great pleasure to work with the Navy, and we hope there will be many such pleasurable occasions in the future.

With all good wishes,

Sincerely yours,

Commander Nicholas J. Pope, Jr., U.S.N.
Public Information Office
Headquarters - Fifth Naval District
Norfolk 11, Virginia

George Mahon Polaris Pro

CBS NEWS

Office Communication

to: Mr. Friendly

from: Hazel

September 30, 1960

Mr. Murrow's conversation with Congressman George H. Mahon

Mahon said, or rather repeated what he had told you on the phone on Wednesday morning - that the Appropriations Committee had appropriated approximately $1,003,000,000 over the last three years in order to accelerate the Polaris project. He wanted us to be aware of this and to make sure reference was made of it.

Mr. Murrow told him he was aware of the appropriations but that we are not dealing with the financial or legislative factors - we are concentrating on the pictorial fabrication of the submarine & the marriage of it to the missile. Also, that the final ending to the program had not yet been written and if it's at all possible to mention the appropriations, we will...

TO Ed

FROM

...here are the results of some week-end re-casting.

JB

Fails of Purpose
it used —

Smallness —
Bought time —
Russian Reaction —
not Permanent —

MURROW:

The Polaris story is one which is pleasant for reporters to tell and reassuring for Americans to hear -- for it reaffirms that those elements which we like to think typical of our national character have not disappeared. We're thinking of hard work, initiative, persistance, daring, technical skill and, to use the living-room term for it, courage.

Also, the Polaris story comes at a time when the national mood could benefit by some tangible evidence that we haven't lost our touch.

But there is one additional element to report. During the year which we have spent with Polaris, no one has told us that we have succeeded in inventing our way out of the challenge which confronts us in the world.

The consequences, political and military of Polaris may be as unpredictable as they are likely to be far-reaching.

Russia, has complained of encirclement by our bases -- but they have complained in the knowledge that those bases are situated on small and relatively defenseless countries. Now with a full complement of Polaris submarines on station they will have to worry about mobile launching pads which are virtually undetectable. No one can foresee what this may trigger in Russian strategy.

The effect of this system on our allies also may raise some unpredictables. Certainly they will be less vulnerable to Soviet nuclear blackmail - and consequently they may be disposed to bring less pressure to bear on us. This may make the diplomatic job of cementing the Atlantic community a bit easier than it has been in the recent past.

But it also is possible that since Polaris lessens the necessity for bases on foreign soil, the idea of an isolated Fortress America may gain some new spokesmen.

And it is even within the bounds of speculation that feeling ourselves secure with Polaris ultimately we may be willing to give up our overseas bases, in a diplomatic offensive to remove the principal Russian argument against calling off the arms race.

As Admiral Burke said, Polaris is not the ultimate weapon because there is no ultimate weapon. History records that each new tool of war produces, in due course, the counter-weapon to check-mate it. Polaris will be no exception. anti-missile missile

What Polaris may do is buy for us with the currency of technology, a few more years in which to solve the real question of our time -- how to live on this shrinking globe with others of opposing political ideas now that the means are at hand for the total extinction of mankind.

To create Polaris there had to be executed simultaneously the planning, development and production of a whole complex series of elements -- without any assurance that the total system would work. Concurrent development is the phrase the missile makers use.

Polaris would seem to be a triumph of our accelerated technology. But it seems evident also that we have had no concurrent program of development for a diplomatic and political plan which would enable us to use this weapon in the new world climate which it may create.

The needed break-through seems to remain in the area of human engineering rather than in technology. Polaris may guarantee that the balance of terror will be extended indefinitely. To develop a program to lessen that terror will require that we face up to the question: "what are the minimum conditions we will accept to live in the same world with the Soviet Union?"

It may be said you can't apply the techniques of accelerated technology to the area of human will, passions and prejudices -- despite the fact our survival likely depends on it. In short, that it's too tough -- too complex. If we're tempted to abandon the effort for that reason, we might remember -- that's what they told Admiral Raborn, too.

POLARIS

7

Polaris is not the ultimate weapon - it is highly mobile - difficult to detect - and it reduces our reliance on foreign bases. But it is part of the history of weapons that each new one produces a counter-weapon - methods of detection improve - missiles produce ~~XXXXXXXX~~ anti-missile missiles.

Polaris is the result of initiative, persistence, daring, technical skill , and an overriding priority which isolated it from those in and out of the Navy who have no authority except the authority to interfere. But the combined skill and determination of American industry and the Navy have not invented us out of the challenge which confronts us in the world.

What Polaris may do is buy for us, with the currency of technology, a few more years in which to solve the real question of our time. That question is to define the terms, if any, upon which we are prepared to live on the same planet with the Communist dictators. Polaris does not solve that problem. When the proposed number of Polaris submarines are deployed on station, it will mean a new and awesome second-strike capability. It will mean that any enemy confident of his ability to knock out our cities, our missile launching sites and our strategic airfields must reckon upon

the terrible retribution that would come blasting up out of the seas that surround him.

Polaris gives us no permanent advantage, for what we have today the Russians will have tomorrow. ~~In some measure, this day~~

Polaris will increase Russia's sense of apprehension. A primary objective of Russian policy for more than a decade has been the elimination of our overseas bases. Polaris provides an underwater base highly mobile and difficult to detect.

Some of our allies have become uneasy about the existence of American bases on their soil. They fear an initial Russian strike. If it would not jeopardize their security they would like to see us go home. Polaris may provide that security, and thereby strengthen rather than weaken the alliance. On the other hand, an operational Polaris fleet could cause many Americans to revert to a fortress America philosophy - to believe that we can survive without allies or neutrals.

Several times in this report you have heard the phrase "concurrent development". This has been a triumph of our accelerated technology. But there has been no concurrent program of development for a diplomatic

and political plan based upon the new world climate which this weapon may create. It may be said that you can't apply the techniques of accelerated technology to the area of human will, passions and prejudices - that it's too tough, too complex. If we are attempted to abandon the effort for that reason we might remember that's what they told Admiral Raborn too.

Polaris means power, deterrent power - power that may be used militarily or politically and diplomatically. If Polaris is ever combat fired, it will have failed of its purpose, for it is designed to deter. Destruction is its last, ultimate, desperate function. After all, there are serious men who contend that gas or bacteria would be easier and cheaper.

Re: "WINNERS OF THE RACE"

CBS REPORTS

Listed as #11. on CBS REPORTS Listing as

"OPERATION CROSSROADS-AFRICA"

Question: Was this program ever completed and shown?

"WINNERS OF THE RACE"

Project "Crossroads Africa"

Murrow interviews 14 college students and their group leader, Reverend William Sloane Coffin, Jr., Chaplain of Yale University. Each had paid $800 for the privilege of working in Africa with Africans for the summer.

Script ~~attached~~ see "CBS REPORTS" FILE

WINNERS OF THE RACE
OPENING

MURROW: This is an American passport.

ON CAMERA

million Americans used them last year to visit all seven continents -- most of them as tourists. Two thousand college youngsters vied for the opportunity of using them to go to Africa with Operation Crossroads . . . not as tourists, but to do hard manual labor in one of the ten nations of West Africa that welcomed the project. There was room for only one hundred and eighty-five . . . to pay eight hundred dollars apiece for the privilege. Tonight we're concerned with fourteen of them and their group leader, Bill Coffin, who explains the operating philosophy of Crossroads Africa . . .

COFFIN: It is true, I think, that the best way for an outsider to become an insider in another country is to work there. Also, it's perfectly true that the best way for people to get together is to work together. One can't help feeling that when two students, even if they can't speak the same language, have gotten under heavy rocks together for an entire day, they have felt the same emotions and some type of bond has been established between them that perhaps could not be established in any other way.

MURROW: For the past three years, Bill Coffin has been more properly known as the Reverend William Sloane Coffin, Jr., Chaplain of Yale University.. . But his

U.O.
COFFIN ON WORKSITE HEFTING ROCKS

MURROW: experience as an infantry officer in World War II and with the Central Intelligence Agency during the Korean police action may have fitted him even better for his summer job than did his divinity degree.

WORK SITE C.U. ON INITIATIVE, DECENCY, GOOD COMMON SENSE, E.N.S.W.

The group he took with him to Guinea may not have been so ruggedly prepared, but they more than made up for it by their initiative, decency, and good common sense. Coffin's 'fourteen ' were 'All-Americans'. They came from [redacted], South [redacted] at [redacted] France.

LILLE CLASS OPEN TRACK MURRELL IN FRENCH

Nanny Murrell, Fulbright scholar from the Bronx by way of a year in France as an English Teacher . . .

C.U. FROM POLITBURO

David Abernathy, Harvard, now at Oxford on a Noble Fellowship. . .

L.A. PLAYGROUND OPEN TRACK KIDS SCREAMING BRIEFLY

Joe Salinas -- worked his way through Los Angeles State as a playground director . . .

AT THE BAR OPEN TRACK 20 SECONDS "ROMEO AND JULIET"

Sue Batholomew, Boston University, graduate student at Harvard Divinity School, once auditioned for Sadler's Wells. . .

CAB AND GOWN -- KISSES MOTHER

Hal Dodds -- class of sixty -- M.I.T.

WALK OUT OF SARAH LAWRENCE CARRYING LAUNDRY, LAMP - CAR PULLS AWAY

Kathy Rogers, Sarah Lawrence. . .

BOARDING PLANE IN NEW ORLEANS

Pat Turner . . . Southwestern Louisisana Institute, flew from New Orleans to meet the rest of Operation Crossroads

Africa in New York for a week's briefing.

The one hundred and eighty five Crossroaders were split into two groups, one going to English speaking countries and a Whitehall briefing in London; Pat and seventy-five others slated for former French colonies, to Paris, for familiarization according to the Quai d'Orsay. On the plane there was time for Woody Haines, Dallas, Texas, SMU Law Student -- to try to learn the language. He was one of the few who went to Guinea who never enjoyed the agonies of French one - conversation and grammar. And time for Ted Wickersham - a member of the Harvard crew - TO DO SOME READING FOR A CRAM - ~~to go over the Syllabus of Life, and how to live it,~~ ~~in~~ Africa.

R&DC

COURSE ON

George Bundy SMith - Phillips Andover, Yale, and the debating team, now at Yale Law - ~~knows this~~ ~~and~~ FLUENT IN French ~~very well~~ - attended the University of Paris for a year.

Wyck Van Heuven, M.D. -- a bit older than the rest -- says a friend from Yale named Bill Coffin conned him into it.

Abe Fenger, yet another member of the Class of '60 - Occidental College -- one of two in the group slated for the ministry -- to attend the University of Strasbourg after he bums around Europe for a year.

Bob Adler -- twenty year old junior from Williams, lives in New Rochelle, wants to go into the Foreign Service.

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MEDO

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Bob Adler -- twenty year old junior from Williams, liveks in New Rochelle, wants to go into the Foreign Service.

MURROW: This is Africa . . . A small part of it. Geographically, economically not very important. But this is Sekou Touré's Guinea, and it has political importance far out of proportion to its size, because this tiny republic opened the first chink in France's African empire which led not only to its own independence but to the freedom of thirteen other nations in a two-year period.

For the United States and the rest of the Western world, it has a much more frightening implication, that of Communist influence and perhaps domination. For when Guinea alone of the French African colonies independence, France, in only what can be described as a fit of unreasoning pique, pulled out -- trucks, teachers, typists . . . and typewriters, and telephones.

Not too unreasonably, Guinea and in typically did its best to immediately eradicate the more visible signs of the eighty-year old French rule. The French war monuments in every town were replaced by monuments to the martyrs of colonialism; the Place de Versailles in downtown Conakry became the Place de Republique, and all the monuments to all the French governors-general -- good, bad,

MURROW: or indifferent -- ended up in a peculiar sort of [redacted] GRAVE-YARD for statues, facing out to sea, toward France.

A void in this nation that could [redacted] THEN ONLY boast sixteen native university graduates was created. This void was not filled by the West -- [redacted] Virtually every member of the Eastern Bloc rushed to grant diplomatic recognition to the new country within a week of its freedom. More than a month passed by before the United States MINDFULL OF ITS FRENCH ALLIANCE, FINALLY set up relations with Guinea; almost a year before we had an ambassador in Conakry. A NATION'S FIRST MEMORIES ARE SOMETIMES PERMENANT, [redacted] It is perhaps surprising then that fifteen Americans were so warmly received in a town named Mamou -- a hundred and fifty miles up country from the coast.

RECEPTION AS EDITED -- NATIVE DANCING AND MUSIC, KIDS WALKING IN, FLOWER GIRLS, SPEECH OF THE RESPONSABLE, COFFIN'S SPEECH, THEN REGIMENTED KINDS MARCH BY SINGING.

MURROW: Coffin's group were the official guests of the youth wing of the single party that rules this country. That is to say, they were the guests of the government, for Guinea's two and half million people are organized along classic communist lines in a monolithic state with local cells, town and regional councils and a National Politburo on top.

7.

MURROW: The party provides the central ~~focus~~ PIVOT for all life in Guinea, overriding religious, ethnic, tribal and even language differences. These murals in the party's youth center in Mamou are typical of those to be seen in every town and village and provide a short easy lesson in the histroy of Guinea according to Sekou Touré. . .

This pastoral scene of Father and Mother and the children happily working together in the fields illustrates what life was like before the French came in 1870. This is what it was like during the

MURROW: ninety years the French were in power, complete with PITH HELMET, white woman being carried by natives, and a native traitor in uniform prodding along his fellows. And then, in 1958, along came Sekou Toure, a knight in shining armor, on a white horse to slay the dragon of colonialism with a sword. His strength, or course, comes from the party, and its symbol - the Elephant - crushing another colonial solar topee with the Guinea Flag triumphant in its trunk. Few - even among the French who have had to leave - would argue with this version of history. Guinea was divided and conquered, and exploited, and true, not just economic, slavery existed here as recently as ten years ago.

The night of the first day of the month and a half that Mamou was to be their home, the crossroaders were entertained by a spectac in the J.R.D.A. hall.

SPECTAC AS EDITED . . . BRIEFLY TWO THINGS: GUINEA, GHANA, LIBERIA AND THE BAGA DANCE.

MURROW: The reason the crossroaders came to GUINEA was to build a rest house, a sort of youth hostel, to accomodate members of the J.R.D.A. passing through this railhead community on their way to and from the capitol in Conakry, as well as any other interested delegations travelling through the country. [redacted]. The whole town turned out for the ground breaking ceremonies

MURROW: and there were more speeches . . .

AS EDITED -- RESPONABLES BRIEFLY & COFFIN WITH TRANS-LATION

MURROW: The Americans learned a party song to do their hosts honor . . .

AS EDITED

MURROW: And gave them an American spiritual as well. . .

AS EDITED

MURROW: They were entertained in turn . . .

AS EDITED

MURROW: The American and Guinea anthems were played . . .

AS EDITED

MURROW: Guinea's anthem has no words as yet and many think that if it did, people would have every bit as much trouble singing them as we have with our own.

AS EDITED

MURROW: Ground breaking ceremonies are pretty much the same whether they take place in New York City or Mamou.

AS EDITED

MURROW: The first day of work the fifteen Americans and the forty-odd Guinean students were split up into work gangs and leaders of each group were elected. One was Pat Turner of Louisiana. It became evident that a large task confronted them. The extent of Eastern bloc aid also became evident. [redacted]

HIGH SHOT

'MADE IN CZECHOSLAVAKIA'

[redacted]

MURROW: This is an American passport. Some two million Americans used them last year to visit all seven continents -- most of them as tourists. Two thousand college youngsters vied for the opportunity of using them to go to Africa with Operation Crossroads . . . not as tourists, but to do hard manual labor in one of the ten nations of West Africa that welcomed the project. There was room for only one hundred and eighty-five . . . to pay eight hundred dollars apiece for the privilege. Tonight we're concerned with fourteen of them and their group leader, Bill Coffin, who explains the operating philosophy of Crossroads Africa . . .

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NARRATOR:	experience as an infantry officer in World War II ~~and with the General Intelligence Agency during the Korean police action~~ may have fitted him even better for his summer job than did his divinity degree.
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LILLE CLASS OPEN TRACK MURRELL IN FRENCH	Nancy Murrell, Fulbright scholar from the Bronx by way of a year in France as an English Teacher . . .
C.U. FROM POLITBURO	David Abernathy, Harvard, now at Oxford on a Noble Fellowship. . .
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AT THE BAR OPEN TRACK 20 SECONDS "ROMEO AND JULIET"	Sue Bartholomew, Boston University, graduate student at Harvard Divinity School, once auditioned for Sadler's Wells. . .
CAP AND GOWN -- KISSES MOTHER	Hal Dodds -- class of sixty -- M.I.T.
WALK OUT OF SARAH LAWRENCE CARRYING LAUNDRY, LAMP - CAR PULLS AWAY	Kathy Rogers, Sarah Lawrence. . .
BOARDING PLANE IN NEW ORLEANS	Pat Turner . . . Southeastern Louisiana Institute, flew from New Orleans to meet the test of Operation Crossroad

ROBINSON: When I was a boy, I once learned a little poem, and although you're not children, I should like to say it to you. Because even at this age of my life it means a lot to me. It's about a young man running a race. Before I got this girth, that I have now, I used to run on a track team, when I was in high school. And whether you believe it or not, I used to beat Jesse Owens every day. I did. We were in the same high school. Or rather, he was in a junior high school, and I was in High School. (LAUGHTER)

It goes like this.

"I saw them start today where an eager throng,
all young and swift and fleet,
Joy lighted up their beaming eyes and hope sped
their flying feet.
But just one among them so excelled in ease and
speed and grace -
That all men looked and cried -
'Ah, behold! There goes the winner of that race.'
Now the way was long, and the way was hard, and
the golden goal gleamed far -
And above the dim and distant hills, shown only
a single pilot star.
On - on they sped, but while some fell, some
faltered in their speed,
He upon whom all eyes were fixed, still proudly
held the lead.

ROBINSON: But, ah, what folly -- see, he stops to raise a fallen child
And place it out of danger's way, with kiss and warning mild.
And now fainting comrade claims care, and once more he turns aside,
Unto he stays his strong young steps just to be a feeble old woman's guide.
And so, wherever duty calls of sorrow or dismay,
He leaves his chosen path to aid, to comfort and to bless.
Now the race is over.
Amid shouts and cheers I saw the victor's crown,
Some wore fame's laurel, some's brow with gold was bound,
But all alone, unheeded stood, with Heaven's bright light upon his face -
But with empty hands and uncrowned head stood the winner of the race."
Well, we launch you forth on your wonderful adventure. (APPLAUSE)

MUSIC

CBS REPORTS

WINNERS OF THE RACE: CROSSROADS AFRICA

WINNERS OF THE RACE
SHIRT-TAIL

VIDEO: C.U. ankleted foot starting to jump	MURROW:	This is Africa . . . a part of the two year old Republic of Guinea. . .
WIDER three feet continuing dance		
WIDE SHOT four natives dancing continues under		
WIDEST SHOT of village chuts foreground & background dancing		
CUT TO Marching soldiers and band music under	MURROW:	And these soldiers and their Czechoslavakian arms and East German uniforms are a part of this new nation of black Africa too. . .
CUT TO dancing, cheering throngs Lumumba reception under	MURROW:	The single biggest part of Guinea is this 'man on a white Cadillac' -- Sekou Touré, entertaining a protegé named Lumumba . . .
CUT TO three girls dancing Hokey Poke, est and crowd scene on stage -- CUT TO work site	MURROW:	And for two months last summer these fifteen Americans assumed an importance in Guinea almost rivalling Sekou Touré. They were part of Operation Crossroads Africa. They came to build something tangible out of rock and concrete and steel, but their final construction was of much more magnificent proportions and cannot be measured in cubic yards and running feet. Because by their ALL-AMERICAN melting pot presence, they gave the lie to several CURRANT myths -- born in UNITED STATES, nourished in Moscow and Peiping, and a long time dying in Africa. . .
		Reverend Jim Robinson, who organized the

adventure, sent them on their way with a poem instead of a prayer . . .

ROBINSON AS EDITED

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EXPEDITION AND

~~adventures~~, sent them on their way with a poem instead of a prayer . . .

ROBINSON AS EDITED

Here the group was split into two [redacted]s---those going to English speaking African countries---and those going to new nations where French is spoken. Guinea is among the latter and on the plane and so on.....

And [redacted] Sylvia Boone, Brooklyn College---dosent really know [redacted] where she's going yet---has a degree in Social Science....For the present, they were all going to the same place....

.....

Gabrielle dkdkdkdkdkdk

dkdkdkdkdkdkdkdkdkdkd dkdkddkdkdkdkd

kdkdkdkdkdkdkdkdkdkdkdk kkkkkkk

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Peter:

Here are the lists of SEE IT NOW, PERSON TO PERSON, SMALL WORLD, and CBS REPORTS.

Although the lists don't show it, Collingwood took over for Ed on PERSON TO PERSON in 1959 when Murrow was on Sabatical leave. Ed continued to do SMALL WORLD because he could originate it in Europe and Asia. His last film was "Harvest of Shame" even though two others were later in release.

Let's talk more when you get down here.

Good luck,

Palmer Williams
Senior Producer
60 MINUTES

Mr. Peter Shaplen
22 Fairmount Street
Medford, Mass. 02155

November 15, 1973

British Broadcasting Corporation Confidential

AN AUDIENCE RESEARCH REPORT

T

(Week 12) VR/61/166

HARVEST OF SHAME

The story of migrant American farm-workers

told by Edward R. Murrow

Tuesday, 21st March, 1961. 8.55-9.45pm, Television Service.

1. Size of audience (based on results of the Survey of Listening and Viewing.)

It is estimated that the audience was 14% (including 38% of the Band I public and 13% of the Band 1/3 public).

Band 1/3 audiences for programmes on ITV during this time were:

8.55pm	The Army Game	31%
9.25pm	News	23%
9.40pm	Play of the Week	25%

2. Reaction of audience (based on questionnaires completed by a sample of the audience. This sample, 139 in number, is the 23% of the Viewing Panel who saw the broadcast.)

The reactions of this sample of the audience were distributed as follows:-

A+	A	B	C	C-
%	%	%	%	%
36	50	13	1	-

This gives a REACTION INDEX of 80, a very good figure. Another CBS report on film entitled 'The Year of the Polaris' (Week 42, 1960) also gained an Index of 80, while two NBC telefilms - 'Sit-In' (Week 5, 1961) and 'The U-2 Affair' (Week 1, 1961) gained Indices of 75 and 73 respectively.

3. This film gave to most viewers in the sample audience an appalling picture of poverty and degradation in the midst of plenty. The facts of the situation - migrant farm workers and their families travelling hundreds of miles in overcrowded trucks and buses, following the harvest from Florida to the extreme North of the United States, and living in encampments with very poor facilities as they went, and all for very low wages - were accepted by viewers as they were presented, and to many in the audience it seemed almost inconceivable that such conditions could exist in the United States, one of the most prosperous countries in the world, in the year of grace 1960. They were astonished, and shocked, and felt it was a disgrace to the American way of life. 'Like finding a big beautiful apple with a worm inside', remarked a Retoucher.

CBS REPORTS

"Harvest of Shame"

as broadcast over the

CBS TELEVISION NETWORK

Friday, November 25, 1960

9:30 - 10:30 PM, EST

A special CBS News series dealing with
leading national and international issues

Sponsored by Philip Morris, Inc.

REPORTER: Edward R. Murrow

PRODUCER: David Lowe

EXECUTIVE PRODUCER: Fred W. Friendly

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Broadcasting System, Inc.

FIRST HAWKER: Seventy over here. Over here - seventy cents. All day talkin'.

SECOND HAWKER: Over here - seventy cents a day. We're paying today. We'll pay more and the longest hours. Seventy cents. Here we is today.

THIRD HAWKER: Seventy cents today. Seventy cents - all day jumping. All you have to do is ...

FOURTH HAWKER: Eight cents a box and we guarantee you if you pull today and we pull what we got to pull today, you'll have eleven dollars in your pocket.

MURROW: This scene is not taking place in the Congo. It has nothing to do with Johannesburg or Capetown. It is not Nyasaland or Nigeria. This is Florida. These are citizens of the United States, 1960. This is a shape-up for migrant workers.

The hawkers are chanting the going piece rate at the various fields. This is the way the humans who harvest the food for the best-fed people in the world get hired. One farmer looked at this and said, "We used to own our slaves, now we just rent them."

The Secretary of Labor looked at the migrant plight and said:

MITCHELL: I think they're the great mass of what I call the excluded Americans. They are people who cry out, workers and their children and their wives, who cry out for some assistance and whose plight is the shame - the shame of America.

MURROW: The President of the American Farm Bureau Federation, the largest farmers' organization, says:

SHUMAN: I think that most social workers will agree that it's better for a man to be employed, even if his capacity is such as to limit his income, and we take the position that it's far better to have thousands of these folks who are practically unemployable, earning some money, doing some productive work for at least a few days in the year.

MURROW: This is an American story that begins in Florida and ends in New Jersey and New York State with the harvest. It is a 1960 "grapes of wrath," that begins at the Mexican border in California and ends in Oregon and Washington. It is the story of men and women and children who work 136 days of the year, and average nine hundred dollars a year. They travel in buses. They ride trucks. They follow the sun.

MRS. DOBY: Well, I don't know. It don't look like we'll ever get ahead. I guess we'll just have to keep going till we can find something better.

MURROW: A minister named Cassidy who works with them says:

CASSIDY: They are just as bad as the slaves. Only in name they are not a slave, but in the way they are treated, they are worser than slaves. And somebody has made thousands of dollars out of his sweat. Is that a slave or not?

MURROW: They are the migrants, workers in the sweat shops of the soil, the Harvest of Shame. (Music)

(ANNOUNCEMENT)

ANNOUNCER: Now Edward R. Murrow.

MURROW: This is CBS REPORTS, "Harvest Of Shame," it has to do with the men, women and children who harvest the crops in this country of ours, the best-fed nation on earth. These are the forgotten people; the under-protected; the under-educated; the under-clothed; the under-fed. We present this report on Thanksgiving because were it not for the labor of the people you are going to meet, you might not starve, but your table would not be laden with the luxuries that we have all come to regard as essentials. We should like you to meet some of your fellow citizens who harvest the food for the best-fed nation on earth.

David Lowe talks to Mrs. Doby, thirty-four years old, mother of nine children.

LOWE: Mrs. Doby, what things do you pick up north?

MRS. DOBY: We pick strawberries and cherries.

LOWE: Who works with you out of this family here?

MRS. DOBY: Everybody except the baby.

LOWE: Who takes care of them in the fields?

MRS. DOBY: Well, they just kind of stay along with us, or take care of theirself. The one that can't walk usually stays in the baby buggy.

LOWE: What is an average dinner for the family?

MRS. DOBY: Well, we just - you mean what do we have in ...

LOWE: Yes.

MRS. DOBY: We - well, I cook a pot of beans and fry some potatoes ...

LOWE: Yes.

MRS. DOBY: Some corn or something like that.

LOWE: How many quarts of milk do you buy for the children?

MRS. DOBY: Well, we don't - I don't - we don't have milk except maybe when we draw our pay check; we have milk about once a week.

LOWE: For all these children you have just ...

MRS. DOBY: The baby has, but - she is on the bottle, and she uses about fifteen cans of milk a week, but the older children have milk about once a week.

LOWE: Do they like to drink milk, Mrs. Doby?

MRS. DOBY: Yes, they like milk.

LOWE: The only reason I asked that question, I was quite shocked that they had milk only once a week.

MRS. DOBY: You thought they didn't like it. But they - they like milk, but it's - well there's so many - a gallon of milk will make 'em a glass around, and so we just can't afford it every day.

LOWE: What do you want most for your children, Mrs. Doby?

MRS. DOBY: Well, I'd like for 'em to have a career or whatever they'd want to be when they get older. Course the smaller ones - they're not - don't realize yet to know what they'd like to be, but the older - older girl, she'd like to go to school if she could. She'll probably be like the boy, have to quit soon as she's old enough. She - she really likes to go to school, but she had to miss last week because she had to keep the baby for me to work.

LOWE: Mrs. Doby, wouldn't you ever care to have a house of your own?

MRS. DOBY: I'd like to have a house that - we plan to buy one if we could ever get enough to pay down on one, we'd buy one.

LOWE: Do you think this will ever happen?

MRS. DOBY: Well, it don't seem like it.

MURROW: This is Belle Glade, Florida where the exodus has its beginning every year. The migrants call it their home, what the circus people call their winter quarters near Sarasota.

Charles Goodlet, Chief of Police of Belle Glade says:

GOODLET: The problem that we have now are the ones that - that come here that don't have the money to rent a room. They - they'll sleep around the bars, in the grass, in the packing houses, around the lake area, in the parks - any place they can find to sleep, to rest for a few hours. They come here with one thought in mind. It's to survive till the end of this season and save enough money to get to the next state going north.

MURROW: From towns like this throughout Florida and throughout the South the two to three millions move out on their annual migration which ends in late November. They carry with them whatever little they possess, whatever little they are. At the Okechobee Labor Camp, while families were preparing to move north, there was still some work in the bean fields. Children, as usual, were left to fend for themselves.

LOWE: Jerome, how old are you?

JEROME: Nine.

LOWE: Nine? Do you go to school?

JEROME: Yes, sir.

LOWE: Where do you go to school, Jerome?

JEROME: At the Okechobee Elementary School.

LOWE: I see. What is your sister's name?

JEROME: Lois.

LOWE: That's Lois. And what are your other sisters' names?

JEROME: Katherine and Beulah.

LOWE: Katherine and Beulah. What happened to your foot, Jerome?

JEROME: I drive a nail in out there by the wash house.

LOWE: So you drove a nail in out by the wash house? What did your mother do for that?

JEROME: Put some alcohol on it.

LOWE: Where do you sleep, Jerome?

JEROME: In this bed.

LOWE: You have this big bed?

JEROME: Yes, sir.

LOWE: What happened? How did you get that hole in that bed there, Jerome?

JEROME: Rats.

LOWE: The what?

JEROME: Rats.

LOWE: Now, Jerome, you are taking care of Kathy, of Beulah, and Lois?

JEROME: Yes, sir.

LOWE: Now, are you going to give them lunch today?

JEROME: Yes, sir.

LOWE: What are you going to feed them?

JEROME: I don't know, sir.

LOWE: Do you have any food here to give them?

JEROME: Yes, sir.

LOWE: I see. What time does your mother come home?

JEROME: I don't know, sir.

MURROW: The following day Alean King, the mother of Jerome, Kathy, Lois and Beulah again was picking beans.

LOWE: Alean King, I saw your children yesterday at the Okechobee Camp. Why didn't you put them in the nursery?

MRS. KING: Don't make enough to pay for it.

LOWE: How much does it cost to put them in?

MRS. KING: Eighty-five cents.

LOWE: Eighty-five cents.

MRS. KING: That's right.

LOWE: What time did you come out to the field this morning?

MRS. KING: Six o'clock.

LOWE: What time will you get home?

MRS. KING: About three-thirty, four o'clock.

LOWE: Six this morning to four o'clock this afternoon.

MRS. KING: That's right.

LOWE: How much did you earn?

MRS. KING: A dollar.

LOWE: One dollar?

MRS. KING: That's right - one dollar.

LOWE: Is that because the beans were of poor quality?

MRS. KING: That's right.

LOWE: Has this happened before?

MRS. KING: That's right.

LOWE: How much will your food cost you today?

MRS. KING: About two dollars.

LOWE: Alean, how old are you?

MRS. KING: Twenty-nine.

LOWE: How many children do you have?

MRS. KING: Fourteen.

LOWE: How old were you when you first started working in the fields?

MRS. KING: Eight.

LOWE: You been working twenty-one years in the fields?

MRS. KING: That's right.

LOWE: Alean, do you ever think you'll ever be able to get out of this kind of work?

MRS. KING: No, sir.

MURROW: All the migrants travel fourth class. If there is a privileged class, they ride in their own jalopy, in the best Joad family tradition. The long journey begins - through Atlanta, Nashville, Indianapolis, en route to the fields and orchards of America.

Lowe has been following the migrants for the past nine months. Some are free-wheelers who travel as a family unit.

He met the Parsons family as they were about to leave Belle Glade tomatoes for Indiana strawberries.

LOWE: Mr. Parsons, do you think the farmers you work for care about your problems?

PARSONS: No, sir. They're not in particular worried about you. They just want their stuff out and you get away as quick as possible.

LOWE: Would you say that you're welcomed when you're needed?

PARSONS: Well, that is the only time that you are welcome, is when they're needing you. They're friendly and everything, but once they're done with you, why they'd rather for you to move.

LOWE: Did they ever ask you to leave their places?

PARSONS: Oh, yes. They tell you, if you're finishing up like tomorrow why they had rather for you to be out and gone in about three days, and that way it'll cut down on their electric bills and all the other stuff.

LOWE: What do you want most in this world for you and your family?

PARSONS: I'd like for my family to be well, stay together as much as possible. I'd like to be on a farm somewhere out away from so many people to where they could attend one church and be interested mostly in one school, and that way I believe they'd all be better satisfied.

LOWE: Mr. Parsons, do you think this will ever happen?

PARSONS: Not at the rate that I'm going now, no.

MURROW: Most of them ride 1,500 to 2,000 miles to work, in vehicles owned by crew leaders who recruit the workers for the migration north. This is the Roach family looking for work.

LOWE: Mr. Roach, how did you happen to come to this place?

ROACH: Well, I came to Augusta and I talked with some people and they told me to come on down to Waycross, it was lots more work around Waycross, see.

LOWE: Well, how - how many miles you've been traveling looking for work so far?

ROACH: About 1,600 and something.

LOWE: Mr. Roach, where did you spend the night last night with your family?

ROACH: Over in the woods. Pulled off on the side of the road - on a little dirt road - and slept in the woods outside the car.

LOWE: May I ask you, sir, what did you have for dinner and your family last night?

ROACH: Well, we had boloney sausage and a loaf of bread.

LOWE: That isn't very good food for a growing family, is it?

ROACH: Well, we made on it.

LOWE: How much money do you have in the world right at this moment?

ROACH: Oh, I have about a dollar and forty-five cents.

LOWE: Well, what do you intend to do about food for your family today?

ROACH: Well, I've always worked and I always figured I could get work. I have never been where I couldn't get a little something to do.

(Train whistle)

MURROW: The vegetables the migrants picked yesterday move north swiftly on rails. Produce en route to the tables of America by trailer is refrigerated and carefully packed to prevent bruising. Cattle carried to market by federal regulation must be watered, fed and rested for five hours every twenty-eight hours. People - men, women and children, are carried to the fields of the North in journeys as long as four days and three nights. They often ride ten hours without stop for food or facilities.

(Sound of car engine)

The first stop is normally at Yulee, Florida, one mile from the Georgia border, a checkpoint for farm labor leaving the state.

MAN: Okay. Okay.

MURROW: There are other stops - Kingsland, Georgia - for bread and sandwich meats. Darien, Georgia for facilities. A roadside stop en route in South Carolina.

One thousand miles north of Belle Glade, Florida by way of U.S. Routes 17 and 301, through Jacksonville, Savannah, Charleston, Wilmington and New Bern, is Elizabeth City, North Carolina, a bean stop, good for six weeks' work. This camp was

home for forty days for the families of Tom Lockett's crew, now thirty hours out of Belle Glade.

LOWE: Mrs. Blakely, how many years have you been working in agriculture in the fields?

MRS. BLAKELY: Oh, practically all of my life. I haven't did no other work much but in the field, all of my life. I raised all of my kids with it.

LOWE: I notice that there is some straw over there. What is that for?

MRS. BLAKELY: Well, that was the straw they brought for the people to sleep on.

LOWE: Well, weren't mattresses supplied here?

MRS. BLAKELY: They used to be but they ain't now.

LOWE: Mrs. Blakely, where is the water supply over here?

MRS. BLAKELY: That's it right yonder.

LOWE: For how many people?

MRS. BLAKELY: Well, this and that over yonder. All we use the same.

LOWE: And how many bathrooms are there here?

MRS. BLAKELY: None.

LOWE: Where do you...where do you use the bathroom? Where is...where are the facilities?

MRS. BLAKELY: We haven't one. We use our tin tubes. (Laughs)

LOWE: Mrs. Brown, how do the children fare on the journey up north?

MRS. BROWN: Well, they got kind of sick, you know, you know that old ride, got sore riding, handling them but we made it.

LOWE: Mrs. Brown, may I ask how old you are?

MRS. BROWN: I'm thirty-seven.

LOWE: Mrs. Brown, how many years have you been working in the fields?

MRS. BROWN: All my life.

LOWE: Do you remember how old you were when you started?

MRS. BROWN: I was about eight years old.

LOWE: Would you like to get out of this work?

MRS. BROWN: I sure would.

LOWE: Do you think you'll ever be able to?

MRS. BROWN: I'm hopin' so.

LOWE: Do you think you'll be able to though?

MRS. BROWN: I don't know.

MURROW: Twenty miles from Kitty Hawk, North Carolina the workers driven 900 miles north by crew leader Norman Hall pick beans at the prevailing rate of fifty cents a hamper. (Sound of crow)

Lunch is not a picnic, whether brought from the labor camp or purchased at the open air kitchen or in a bottle, heated by the rays of the sun.

In a survey in twenty-one states conducted by the National Council of Churches, the migrants themselves listed the evils of labor camp life: Bad housing, flies, mosquitoes, dirty beds and mattresses, unsanitary toilets, and lack of hot water for bathing. One employer of hundreds of migrant laborers was asked, "Are they happy people?"

JONES: Well, I guess they got a little gypsy in their blood. They just like it. Lot of 'em wouldn't do anything else. Lot of 'em don't know any different. That's all they want to do. They love it. They love to go from place to place. They don't have a worry in the world. They're happier than we are. Today they eat. Tomorrow they don't worry about. They're the happiest race of people on earth.

LOWE: Mr. Jones, do you think that the migratory laborer makes a living wage?

JONES: They make a poor living. In other words, sometimes just like the farmer. Sometimes when things are good, when the yields are good and they can make good money, they make a good living, but take year in and year out from different seasons, different sections of the country, I'd say no, that they make a poor living.

MURROW: This CBS REPORT, the "Harvest of Shame," will continue after this message.

(ANNOUNCEMENT)

ANNOUNCER: Here again is CBS REPORTS and Edward R. Murrow.

MURROW: There are days when beans are not ready for harvest and that's one more day with no income. Ed King, a crew leader, hauled his workers to this camp at Powell's Landing, Virginia where they worked five weeks pulling corn and picking beans. And when the fields have been stripped in North Carolina and Virginia the trucks and buses again move north.

(Sound of trucks and buses - sound of ferry whistle)

This is Little Creek Ferry outside of Norfolk. Twenty thousand migrants are ferried to the fertile fields of the Virginia Cape and the eastern shores of Maryland and Delaware for beans, tomatoes, asparagus and potatoes. (Sound of whistle on ferry)

For one crew hardship was climaxed by disaster, the death of a migrant.

JOHNSON: We had a little trouble on the road about four o'clock this morning, Sunday morning, and our car -- a little wreck -- one were killed.

LOWE: Has this ever happened before with any crews coming up north?

MAN: Once that I remember in Fayetteville, North Carolina...

LOWE: What happened?

MAN: Everybody got killed.

MURROW: Every year, as predictable as the seasons, there are accidents resulting in death and serious injury to these laborers. On June 6, 1957 at the intersection of U.S. Route 301 and State Highway 102, nine miles from Fayetteville, North Carolina twenty-one migrants were killed, seventeen males, three females and a baby boy. The police report stated one of the causes of the high loss of life was the packaging of the occupants of the truck. Today only six states have laws providing for the safe transportation of migrants within their borders. The state of North Carolina is not one of the six. Secretary of Labor Mitchell.

MITCHELL: Hardly a year goes by that we don't read in the paper of some very serious accident where sometimes a dozen or more people have been killed purely because there is no interstate standard with regard to safety.

MURROW: Another complication of the migrant stream is the constant flow of foreign workers into the available pool of domestic workers. Hundreds of thousands of Mexican braceros and thousands of offshore laborers from the Caribbean area, hired by contract, depress the wage scale of the domestic migrant. This controversy is most bitter on the West Coast.

Joseph Woods, a Marine combat veteran of the Pacific, competes against the braceros. Lowe talked to the Woods family under a tree which was their home in California.

LOWE: Mr. Woods, how did you happen to pick this spot to camp?

WOODS: Well, someone told us about it and they said it was all right to camp here.

LOWE: Where do you get your water supply?

WOODS: We go to town after it.

LOWE: And how do you bring it back here?

WOODS: In cans. We have a ten gallon can.

LOWE: What do you use for sanitary facilities, Mr. Woods?

WOODS: Well, just get by the best we can.

LOWE: How many days will you have to be picking cherries in order to find enough money to move into a house?

WOODS: Well, probably quite a few. They usually want a month's rent in advance so by the time the cherries are over here we'll be moving somewhere else anyway.

LOWE: Mrs. Woods, tell me about the children? Do they go out in the orchards and work with you when you work?

MRS. WOODS: Well, we have taken them out sometimes with us, but they're a little too small to work.

LOWE: Who takes care of them here?

MRS. WOODS: My father stays here and takes care of them, usually.

LOWE: Do you think that you'll ever make enough money picking fruit, Mr. Woods, in order to get settled down in one place and have a home of your own?

WOODS: I don't think so.

MURROW: Throughout the United States there are others like the Woods family who are not able to enjoy the luxury of living in a labor camp. In New Jersey, a few miles from Princeton, is this labor camp. There are two water taps and two outhouses. Families live in one room, usually in one bed. The single men live in the "bullpit," their space one bunk. Four people live in this room in New Jersey. A family of six will move into this room. Nearby a trotting raceway has new stables for horses. They cost $500,000.

At Cutchogue, New York 300 migrants live in this camp owned and operated by the Potato Growers Association of Long Island. This is migrant housing, ninety miles from Times Square. Some have tried to leave the endless migratory stream. Wherever this

happens, the local slum areas expand. This is Riverhead, Long Island, New York. A minister said, "This is as primitive as man can live." This settlement of former migrants is called The Bottoms. In Chenango County, New York State, a farm labor camp. (Train whistle) The ultimate goal of Ed King's crew 1257 miles from Belle Glade. The Migrant Mission serves one half pint of milk and one cracker to each child. This is their lunch. Their parents eat lunch in the fields, sometimes seventy-five miles away.

This is the living space of Alean King and her five children. The room is similar to their winter quarters in Belle Glade, only smaller.

Charles Schuman, President of the American Farm Bureau Federation, says:

SCHUMAN: We're the only group of people that furnish housing for workers and we furnish these extry benefits prerequisites as some people will...some sections call it "the furnish" and it's almost impossible to calculate the value of these added benefits. At the same time we don't condone inadequate housing.

LOWE: Mr. Schuman, why does the American Farm Bureau Federation so violently oppose Federal legislation?

SCHUMAN: I think there'd be more rapid progress with state regulation than there will be with federal regulation. We think that federal legislation will follow the route that almost all federal legislation does of additional and more stringent and more regulations, with more and more red tape and more cutting to a certain pattern all over the country. In effect, it would probably rule out the use of migrant labor very quickly.

MURROW: The middleman between the farmer and the migrant is the crew leader, a remnant of the padrone system in wide

use sixty years ago. Ed King, a crew leader, says:

KING: Well, the crew leader he have to...in a way, he have to be the father and the mother and all when he takes this crew out because the whole crew will mostly be depending direct on you.

MURROW: Reverend Michael Cassidy, who travels with the migrants, says:

CASSIDY: Well, some of the crew leaders they are good but the majority of them they're bad. They're so bad that they are the worst that they can be. They're trying to skin alive these migrants. They take every dime they make. They try everything that's possible. For instance, they pay the owner ... the grower pays them forty-five cents to pick a crate of tomatoes, and then they turn around they pay the laborer twelve cents at the most - and naturally, they have forty or fifty or a hundred people picking tomatoes. He makes ... I know a man last year he makin' here, right in here, $14,000, the crew leader - and all the men that left here and I met 'em in Alabama, they were broke. They didn't have a dime, because they didn't make the money themselves.

MURROW: Everyone who knows anything about this situation agrees that the best hope for the future of the migrants lies in the education of their children. But for the children of migrants, education is not easy to come by. There are 600,000 of them. Most state child labor laws ignore farm children - and so far as the children of migrants are concerned, almost without exception they leave school at the age of sixteen forever. The United States Office of Education reports that the migratory workers have the highest rate of illiteracy in the country. Approximately, one out of

every 500 children whose parents are still migrant laborers, finishes grade school. Approximately, one of out every 5,000 ever finishes high school. And there is no case upon the record of the child of a migrant laborer ever receiving a college diploma. Only six states have summer schools for migrants. The New Jersey School Center is at Cranbury.

LOWE: Laura, how old are you?

LAURA: Eleven.

LOWE: Eleven. What grade are you in?

LAURA: Sixth.

LOWE: Sixth grade. Do you intend to go to high school, Laura?

LAURA: Yes.

LOWE: What would you like to be?

LAURA: I'd like to be a teacher.

LOWE: What would you like to teach?

LAURA: I'd like to teach the fifth grade.

LOWE: What do you think about going to school here in Cranbury, New Jersey, Harriet?

HARRIET: I'd like it.

LOWE: Oh good, would you ... do you have any idea what you want to do when you grow up?

HARRIET: Be a teacher.

LOWE: Oh, good. How old are you, Patricia Ann?

PATRICIA ANN: Eight, nine.

LOWE: What grade ... (inter.)

PATRICIA ANN: Nine.

LOWE: Nine? What grade are you in?

PATRICIA ANN: Fourth.

LOWE: Do you have any idea what you want to be when you grow up?

PATRICIA ANN: Yes.

LOWE: What's that?

PATRICIA ANN: A nurse.

LOWE: Otis, what would you like to do when you grow up?

OTIS: Be a doctor.

LOWE: Going to be a doctor?

OTIS: Yes.

LOWE: What kind of a doctor, do you know?

OTIS: I'd rather be a dentist.

LOWE: A dentist?

OTIS: Drill teeth.

MURROW: Mrs. Christine Shack, their teacher, was asked about her pupils.

LOWE: Mrs. Shack, do your pupils who are, most of them, children of migrant families, are they anxious to get an education?

MRS. SHACK: Terribly anxious - even more so than the child in the normal school year.

LOWE: Do they get any help from their parents as far as school work is concerned?

MRS. SHACK: Usually, you will find that the parents themselves are not educated. When we go out to enroll the children, oftentimes the parent will make an X, and the person interviewing will have to sign it in order to get permission for the child to be enrolled in school.

LOWE: Mrs. Shack, how does this problem affect you personally?

MRS. SHACK: I think maybe I feel a bit of responsibility towards these children because I realize that we here in New Jersey reap the benefits of their parents' labor, and the children are suffering because their parents are here doing this.

LOWE: I saw one bright little girl, her name was Laura Weeks. Will she really have a chance to continue her education?

MRS. SHACK: Laura is from a rural area in Florida, and she is from an exceedingly large family. In fact, I believe there are eight or nine girls, all girls, in the family. They have been coming to New Jersey now for about three or four years to my knowledge. Laura is one of my returning pupils. I've seen great progress, from year-to-year, in Laura; we've had her for three sessions. However, I think because of the family's financial conditions and the size of the family and the fact that she is in a rural area, that she probably will get no farther than upper junior high school or maybe complete high school, with luck.

LOWE: What about Harriet Damon?

MRS. SHACK: Harriet, too, is from a very large family. There are nine children in the Damon family; we have six of them here in the summer program. She is the oldest of the nine. I doubt seriously that Harriet will have an opportunity to advance her education. One can't help but have compassion for those who find themselves in such a condition.

MURROW: The Federal Government spends six and a half million dollars annually protecting migratory wild life. This year

Congress failed to appropriate three and a half million dollars to educate migratory children. Senator Harrison Williams, chairman of the Sub-committee on Migratory Labor, was asked if state or Federal legislation was the answer.

WILLIAMS: Many aspects can only be successfully dealt with at a national level. For example, wages. We can't ... we see states in competitive positions; they're reluctant to raise wages through legislation in their state because their farmers are competing with farmers in other states. And we see in education some states who have taken great strides. But we can't expect states to do it alone when they know their neighboring state with whom their farmers compete are not doing anything. We know that just about everybody in this country has some Federal support for adequate housing through FHA or whatever the program is, except the farm community - and the migrant farmer is the most poorly housed member of our society.

MURROW: Senator Williams, a Democrat, and Secretary of Labor Mitchell, a Republican, have called for legislation which will probably come before the next session of Congress. And only last week President Eisenhower made the Presidential Committee on Migrants a permanent body. But the real problem is that there are many kinds of farmers and many kinds of crops. The big, mechanized grain and dairy farmers use little or no migrant labor. Some of the major canneries do pay fair wages and provide adequate housing. However, it must be stated that most of the fruit and vegetable farmers find it economically impossible to build good housing, like this, to be used only six weeks a year. The farmer claims he is trapped between what society expects and his market demands. Howard

Jones, a grower in Florida, was asked if he knew what his beans, picked that day, would bring in the market.

JONES: Well, you can't tell from one day to another. Some days you go down there and you'll get five dollars - and I've seen them drop to a dollar-and-a-half the next day. Or one day they'll be three dollars, the next day they might be two or one day they'll be two and the next day they could be four.

LOWE: Who sets your price?

JONES: Well, that's what we're all tryin' to figure out. Everybody ... I don't know the answer but the chains seem to have more to do with setting the prices than anyone else. There's too much difference between the price that they're paying the farmers all over the country. And somethin' ... we've thought about trying to get somebody to investigate it, some of the Congressmen, the Senators. But you go up there to Washington -- we had a group of boys go up there, here ... a couple years ago. They gave them a run-around. The Agriculture Department, they all give them a run-around. We believe that those chains have lobbyists in Washington, and they're going to do pretty well just what they please.

MURROW: Mr. Mitchell, some of the growers have told us that the chain stores fix the prices, and they cannot meet those prices if they pay their labor a higher wage. What about that?

MITCHELL: Well, I wonder if that's a very valid argument that might be said of many other industries. It might be said, for example, of the garment industry and I've heard it alleged that retailers dictate to the manufacturer the price they will pay for a garment and, in effect, say "you produce the garment at that price no matter what it takes to produce it." However, the garment

worker in this country fares very well, in terms of standard of living, due in large measure to the efforts of people like Mr. Potofsky and Mr. Dubinsky of the ILGWU and the Amalgamated Clothing Workers, and others who have taken what was a very substandard industry not so long ago, 1911, great fire in New York. Today these workers are thriving members of the community, and the price that my wife pays for a garment today she gets a much better garment than her mother ever had at a lower price. So this argument that the farmer has to meet the dictation of the chain store leaves me rather cold.

MURROW: This CBS REPORT - "THE HARVEST OF SHAME" - will continue after this message.

(ANNOUNCEMENT)

ANNOUNCER: Now CBS REPORTS and Edward R. Murrow.

MURROW: The migrant farm worker occupies the lowest level of any major group in the American economy. The soil has produced no Samuel Gompers or John L. Lewis. As Secretary of Labor Mitchell states:

MITCHELL: I think the AFL-CIO, in the past, has been too preoccupied with other affairs and probably the farm problem was so tough that they were reluctant to tackle it. I think their attitude and policy has changed, and they're making a greater effort now to organize than they ever have in the past.

MURROW: Farm labor, however, is excluded from all Federal legislation designed to protect the rights of those engaged in interstate commerce to organize and bargain collectively.

In 1959, the AFL-CIO set aside $100,000 in an effort to organize the fruit pickers of California. One of the large

growers in California was asked what he thought of this effort to organize the fruit pickers.

ZUCKERMAN: I think their very lack of progress and their very lack of success in signing up members has shown that the industrial type of union which they represent has no place or application to agriculture.

MURROW: Charles Schuman, president of the American Farm Bureau Federation, was asked how his organization felt about unions.

SCHUMAN: I think that the agricultural worker needs to have the right to change jobs, freedom to move about, freedom to quit if he doesn't like it, freedom to protest, freedom to negotiate where they are organized, but the right to strike at the time of harvest ought to be regulated in some manner.

MURROW: The AFL-CIO organizing committee in California thinks differently. Earlier this year, they called a strike meeting of cherry pickers in Stockton. (Man singing) "They're always on the go - for a winter's take in summer - and the pay has been too low."

MURROW: A meeting reminiscent of the days of auto and steel organizing in the thirties.

(Man singing) "We will stand as one or fail - keep your hand upon the dollar - and a dime for every pail." (Applause)

MURROW: Louis Krainock, an official of the organizing committee.

KRAINOCK: Your negotiating committee met with cherry industry representatives for the first time in the history of

agriculture. They set a minimum of one-ten per sixteen quart bucket for good and average picking. Now, some contractors and growers will try to beat down that minimum price, and they'll say that they can't afford to pay one-ten a bucket for the big crops, that they're squeezed, that the Chrysler Imperial needs fixing, or Junior's Thunderbird is on the blink. (Laughter) Now, it's up to you and the rest of the pickers. It's your program. It represents united action.

SECOND SPEAKER: Sure, you can get a job but if you can't live on what you make, what good is the job?

THIRD SPEAKER: You make five or ten dollars today and tomorrow you just alookin' for a job and you stand on the street looking for a job. Now, you ain't got no job for another day. What does the local people forced to do?

FOURTH SPEAKER: We live anywhere, in a tent, under a shade tree, under the river bridge. We drink water out of a creek or anywhere we can get it. Five or six families drink out of one cup, tin can or anything else. Well, we're to blame. We tolerate that stuff. If we'd stick together and say we won't do it, we won't pick your cherries until you give us some rest rooms in the field for the ladies, and some for the men, and some water fit to drink, we won't pick 'em. We'd get 'em. (Applause)

MURROW: The fruits of the earth must be harvested to feed and sustain mankind.

(Man singing) "What have you to show for picking since the harvest has begun - we have barely made expenses, but we've set a going scale. Keep your hand upon the dollar and the dime for every pail."

MURROW: The question posed by thoughtful men is, must the two to three million migrants who help feed their fellow Americans

work, travel and live under conditions that wrong the dignity of man?

Howard Van Smith, awarded a Pulitzer Prize for his series of articles on migrant labor in The Miami News, says this:

SMITH: I knew next-to-nothing of the migrant situation four to five years ago. I knew there were migrant camps, but a migrant was just a person who worked on a farm to me. After seeing what I have, I am sure that I will devote the rest of my life to doing what little I can to help solve this problem.

MURROW: Secretary of Labor James Mitchell says:

MITCHELL: I feel sad. I feel sad because I think that it's a blot on my conscience as well as the conscience of all of us whom society has treated a little more favorably than these people. They have no voice in the legislative halls. They certainly have no voice in Congress, and their employers do have a voice. Their employers are highly organized and make their wants and terms and conditions known to our legislators. I know of no greater pressure lobbies so-called in Washington than the farm group. In all the matters in which I am interested in, I have been frustrated to a greater extent than in any other sphere of activity, as Secretary of Labor, in my inability to make any impact at all in terms of either regulations or law that would help the farm workers, and the pressures of the farm groups are tremendous. We guarantee to the farmer no loss in certain crops. There the farmer likes to participate in government largess, but Lord help the fellow like myself who dares suggest that perhaps the government should do something about the workers that work on farms. It seems to me that,

in our kind of a country, we no longer quarrel with the idea that man's worthy of his hire, a fair day's work for a fair day's pay. After all, the employers of this country, as indeed the workers, are part of our way of life. And it's morally wrong, it seems to me, for any man, any employer, to exploit his workers. In this day and age, I don't think we should tolerate it. As a citizen, in or out of this office, I propose to continue to raise my voice until the country recognizes that it has an obligation to do something for them.

MURROW: And while men of good will seek to right injustice, the migrant, the lonely wanderer, the outcast, is trapped in the stream.

Now it is November, the last of the laborers, in trucks, buses and cars, approach the southern states to start the cycle all over again.

The Sunshine State welcomes them back: Homestead, Immokalee, Pahokee, Belle Glade and hundreds of other communities. This is home. New housing is available. The rent, $15.00 per room, per week.

The migrant is at the mercy of the weather. This year in Florida there was a freeze, killing beans, tomatoes, celery, corn. Its by-product was a bread line. Migratory farm workers are not eligible for unemployment insurance. This happened in the United States in 1960, a line of humans waiting for a ration of tinned goods, milk and bread.

The Secretary of Labor says: "For the rest of my life, in or out of office, I propose to do something for them."

A hardened newspaperman says, "For the rest of my life, I will do what little I can to help."

But perhaps Julian Griggs, a chaplain for the

migrants, speaks for all of us:

GRIGGS: Is it possible to have love without justice? Is it possible that we think too much in terms of charity, in terms of Thanksgiving Day baskets, in terms of Christmas baskets, and not in terms enough of eliminating poverty.

MURROW: The migrants are back in Belle Glade, winter quarters after months of travel and work. One said he brought back a dollar and sixty-five cents; another said six dollars. Another said, we broke even, we were broke when we left; broke when we got back. We asked him what they thought they could do to help themselves, and they said, nothing. What can we do?

Last week a Presidential Committee, made up of the Secretaries of Labor, Agriculture, Interior, and Health, Welfare and Education, made certain recommendations regarding the migrants. Here are some of them: Extend child labor laws to cover agricultural workers. Eliminate residence requirements so that migrants will be eligible for health, education and welfare programs. A Federal law requiring crew leaders to register, thus protecting migrants from exploitation -- extension of Workmen's Compensation Laws to agriculture. New housing regulations -- states to pay local school boards for the education of migrant children.

There will, of course, be opposition to these recommendations; too much government interference, too expensive, socialism. Similar proposals have been made before. In fact, a hundred and fifty different attempts have been made in Congress to do something about the plight of the migrants. All except one has failed. The migrants have no lobby. Only an enlightened, aroused

and perhaps angered public opinion can do anything about the migrants. The people you have seen have the strength to harvest your fruit and vegetables. They do not have the strength to influence legislation. Maybe we do. Good Night and Good Luck! (MUSIC)

ANNOUNCER: A word about the next CBS REPORTS in a moment.

(ANNOUNCEMENT)

ANNOUNCER: CBS REPORTS - "Harvest of Shame" was filmed and edited by the staff of CBS REPORTS, under the supervision and control of CBS NEWS.

The next CBS REPORTS - "Rescue" - with Yul Brynner - as part of the observance of World Refugee Year. This is the story of the rescue of a symphony orchestra from Hungary and a single family. Yul Brynner and Edward R. Murrow combine their talents to help tell the moving story of a race of camp dwellers. "Rescue" - with Yul Brynner - December TENTH - CBS REPORTS sponsored by Philip Morris.

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Peter:

Here are the lists of SEE IT NOW, PERSON TO PERSON, SMALL WORLD, and CBS REPORTS.

Although the lists don't show it, Collingwood took over for Ed on PERSON TO PERSON in 1959 when Murrow was on Sabatical leave. Ed continued to do SMALL WORLD because he could originate it in Europe and Asia. His last film was "Harvest of Shame" even though two others were later in release.

Let's talk more when you get down here.

Good luck,

Palmer Williams
Senior Producer
60 MINUTES

Mr. Peter Shaplen
22 Fairmount Street
Medford, Mass. 02155

November 15, 1973

Hog S

THE BRITISH BROADCASTING CORPORATION

630 FIFTH AVENUE
NEW YORK 20, N. Y.

WASHINGTON, D. C. NEWS OFFICE
NATIONAL PRESS BUILDING
TELEPHONE EXECUTIVE 3-1465
CABLES: NEWSCASTS, WASHINGTON

NEW YORK OFFICE
TELEPHONE CIRCLE 7-0656
CABLES: BROADCASTS, NEW YORK

4th May 1961

Dear Mr. Murrow,

I thought perhaps you might be interested in reading the attached, which I received from London yesterday.

I have no doubt that you will be as delighted as I was to see the reaction of the "retoucher" and am only sorry that there is no quote from "a pork butcher from Watford"!

Whilst I am writing, may I say how very splendid it was to meet you the other day with Kenneth - I do hope that we have an opportunity of meeting again in the not too distant future.

Kenneth departed these shores in good order last Saturday. I have not heard anything from him yet, but there is no reason to suppose that he has also "departed this life" as a result of a very hectic and informative three-week stay in America.

It goes without saying that if I can be of the slightest assistance to you in any way, you have only to ask.

With very best wishes,

Yours sincerely,

Dennis Sause

Dennis Sause

Edward R. Murrow, Esq.,
Director, U.S.I.A.,
Washington D.C.

ENC.

British Broadcasting Corporation Confidential

AN AUDIENCE RESEARCH REPORT

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(Week 12) VR/61/166

HARVEST OF SHAME

The story of migrant American farm-workers

told by Edward R. Murrow

Tuesday, 21st March, 1961. 8.55-9.45pm, Television Service.

1. Size of audience (based on results of the Survey of Listening and Viewing.)

It is estimated that the audience was 14% (including 38% of the Band I public and 13% of the Band 1/3 public).

Band 1/3 audiences for programmes on ITV during this time were:

8.55pm	The Army Game	31%
9.25pm	News	23%
9.40pm	Play of the Week	25%

2. Reaction of audience (based on questionnaires completed by a sample of the audience. This sample, 139 in number, is the 23% of the Viewing Panel who saw the broadcast.)

The reactions of this sample of the audience were distributed as follows:-

A+	A	B	C	C-
%	%	%	%	%
36	50	13	1	-

This gives a REACTION INDEX of 80, a very good figure. Another CBS report on film entitled 'The Year of the Polaris' (Week 42, 1960) also gained an Index of 80, while two NBC telefilms - 'Sit-In' (Week 5, 1961) and 'The U-2 Affair' (Week 1, 1961) gained Indices of 75 and 73 respectively.

3. This film gave to most viewers in the sample audience an appalling picture of poverty and degradation in the midst of plenty. The facts of the situation - migrant farm workers and their families travelling hundreds of miles in overcrowded trucks and buses, following the harvest from Florida to the extreme North of the United States, and living in encampments with very poor facilities as they went, and all for very low wages - were accepted by viewers as they were presented, and to many in the audience it seemed almost inconceivable that such conditions could exist in the United States, one of the most prosperous countries in the world, in the year of grace 1960. They were astonished, and shocked, and felt it was a disgrace to the American way of life. 'Like finding a big beautiful apple with a worm inside', remarked a Retoucher.

continued/

4. Only a very small proportion of the sample audience voiced any adverse criticisms of the film. One group thought the matter of no concern to viewers in the United Kingdom, several adding that it was in poor taste to show it here: a few could see little reason for fussing over these migrant workers to the extent of making a film about them as, in their opinion, they looked fit and reasonably happy in their way of life: and a few others considered it rather tactless to show such a film about America when our record, both at home and in Commonwealth countries overseas, was not without blemish. But to the vast majority in the sample 'Harvest of Shame' seemed a first class documentary: it was, they said, a good piece of honest reporting in which no punches were pulled, and though the story was a heartbreaking one, sad to watch, such a film, it was thought, could do nothing but good. And the very fact that they were seeing the film caused rejoicing in some hearts: 'This programme was an eye-opener', wrote a Clerk. 'What a wonderful thing democracy is for a country to make and allow such a film to be made and shown so freely. Surely only good can come of making such a film, and I would like to see a further programme on any improvements made in the conditions and way of life of these people.'

5. It was the migrant farm workers themselves - and especially their children - who made the greatest impact, for there was barely a mention by viewers of any of the employers or officials who were interviewed during the course of the film. The migrants seemed to have been well chosen, it was said, for they appeared to represent a fair cross section of the community and, despite their lack of education, answered the questions put to them reasonably and without much hesitation. It was generally agreed that they spoke spontaneously, naturally, and sincerely - but not all viewers in the sample received the same impression of them. Some found them pathetic, and were moved to pity: others were very greatly impressed by their courage and dignity under such adverse conditions of life: a larger number were set thinking by what they saw, and wondered how far their plight was due to the fecklessness and lack of ambition of those concerned, whether or not a good many of them enjoyed that sort of life, and, above all, why 'in this age of collective bargaining, don't they unite together and fight back?'. But whatever impression they made, they had one great merit - they were 'real people' and gave 'all the dramatic effect that comes from ordinary people showing their ordinary lives'.

6. Edward R. Murrow, well known to viewers as a television commentator, was generally well liked, though a few viewers did not care much for his personality: one, for instance, thought him inclined to treat the subject flippantly, and another considered him 'too impartial'. Such criticisms were confined to a small number of individual viewers, however, for the majority could hardly praise him highly enough: a good investigator, a fine interviewer, and a splendid commentator, he presented the story of these migrant farm workers admirably and gave a clear picture of what their conditions of life really were. And, in particular, he was a man who had the courage of his convictions, it was said, whose comments were very relevant, and always candid. 'This man has a genius for sincerity and human concern', summed up one Housewife. The introductory remarks by Patrick O'Donovan were considered unnecessary by a few viewers as 'they added precisely nothing to the impact of the film', and two or three wondered if he had not had sufficient rehearsal as his delivery was somewhat hesitant. The majority in the sample audience, however, considered he played his part in the broadcast adequately, and a small group, who thought his comments well in keeping with the film, were grateful for them as they helped 'to prepare the viewer for a rather ghastly hour'.

7. Most viewers apparently received clear, well defined pictures and were satisfied with both the photography and editing of the film which, it seems, moved forward clearly, straightforwardly, and in a pleasantly unfussy manner.

Copyright
of the BBC

Audience Research Department
11th April, 1961.

FCT/DP

noteworthy

PERSONAL AND CONFIDENTIAL

April 11, 1961

Dear Bob,

Yours of April 6 reached me today. I don't think we have any disagreement, basic or otherwise. So far as I know nothing has happened to alter my convictions about news and information in the international field which I have held and defended for 25 years.

So far as the BBC matter is concerned, I enclose a copy of a few remarks I ad libbed to a group of broadcasters at the State Department the other day.

My letter to General Sarnoff under date of March 2 was slugged "Personal and Confidential." I was, so to speak, thinking out loud to an old friend.

I have not the slightest desire to interfere with or influence domestic programming on either radio or television. I am hopeful that this Agency can acquire the rights for such programs as your excellent "Meet Mr. Lincoln" for use in areas such as Latin America and Africa where there exists no possibility, or practically no possibility, of commercial sales. We do not have the in-house capability of producing first-class full-length television documentaries and I don't think we should try to acquire that capability. My present feeling is that we should concentrate on acquisition and distribution in areas where normal overseas sales are impossible or unlikely.

At the same time I am hopeful that an infrequent personal telephone call to old friends such as Irv Gitlin and Fred Friendly suggesting a program idea which they might

Mr. Robert E. Kintner
President
National Broadcasting Company, Inc.
RCA Building, Radio City
New York 20, New York

conceivably regard as having merit for domestic production and which we might subsequently utilize would not be regarded as attempted interference by a bloodied bureaucrat.

I hope that we can sit down and talk out many things before long. One area on which we could spend a pleasant evening would be the export of documentaries such as U-2 and Harvest of Shame. I think we might develop a mild disagreement, not between a government servant and a newsman but between a couple of old newsmen. We might list it for the agenda under the title of "Impact Versus Income."

Incidentally, I have heard a description of a committee that was at least new to me: "The Uninformed designating the incompetent to study the unnecessary."

As ever,

Yours,

Edward R. Murrow

ERM/rlp 4/11/61

cell

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

ROBERT E. KINTNER
PRESIDENT

April 6, 1961

Mr. Edward R. Murrow
United States Information Agency
Washington, D.C.

Dear Ed:

I have recently returned from a symposium at Middlebury College on "Mass Media: Role and Responsibility," in which Spike Canham, Ed Barrett, Porter McKeever and Dr. Irving Howe of Brandeis University also participated.

Since a discussion arose on that occasion about your attempt to dissuade the BBC from broadcasting the CBS documentary on the migratory workers, I wanted you to hear first-hand from me what I said in that discussion and what my feelings on the matter are.

I think you were absolutely wrong in putting any pressure on the BBC not to broadcast the documentary. Such an action seems completely contrary to the view -- which I share -- that international understanding is fostered and international relations can be improved by making journalistic reports and other types of public information which are available to the people of one country also available to the people of other countries, particularly friendly or neutral countries. Even the fact the program in question was prepared before you were in the Government and might give rise to some confusion as to whether the program approach was that of the Kennedy Administration, to my mind, was not a sufficient reason for the action you took. It could be made clear in the program, and I understand it was, that your role was that of a private citizen at the time.

I also want to express to you our philosophy concerning news and public information programs produced by NBC News, basically for showing in this country. We intend to continue offering these

programs to television stations overseas, the practice we followed on the controversial U-2 program and our last program on segregation. We believe that it is in the public interest for programs seen by people in this country to be made available for broadcasting overseas, even if they contain information that may point up weaknesses and injustices in our society.

To turn to another subject -- the question raised in your March 2 letter to General Sarnoff -- I hoped that you would be at the Radio & Television Correspondents' Dinner where I was anticipating an opportunity to talk with you about this matter, but since I missed you there, I would like to give you our views on it now.

NBC, within the limits of maintaining the independence of its news operation and the integrity of its program structure will, of course, cooperate with the Government on a case-to-case basis. However, I feel I must tell you that we do not believe that programs should be created by the networks for domestic consumption which are designed for propaganda purposes in later showings abroad. Certainly the Government has a perfect right to produce programs on its own for its use in overseas broadcasting to carry forward the mission of the USIA in developing a better understanding of our national purpose and institutions among the peoples of foreign countries; and it also can pursue this objective by commissioning production organizations in the United States to produce such programs to its specifications. However, we think it would be an improper procedure to make arrangements with the networks for the production of programs to be broadcast by them in the United States for the purpose of using those programs for USIA purposes overseas.

Perhaps our position is best clarified by an internal NBC memorandum to Bill McAndrew, with which McAndrew agrees, on the question you raised, and I am enclosing a copy of that memorandum for your personal information.

As you know, I was delighted that you took your new job, and I am sorry to oppose one of your first actions.

Best wishes.

Sincerely,

Bob

Robert E. Kintner

Enclosure

INTERDEPARTMENT CORRESPONDENCE

TO Mr. William R. McAndrew

DATE March 9, 1961

FROM Robert E. Kintner

SUBJECT

Ed Murrow, in his new capacity as head of the USIA, has raised a question which Bob Sarnoff and I have discussed, and I am taking this means of passing on to you our reaction on the matter, so that if you have any different views, we can consider them.

The proposition Mr. Murrow advances is that if the USIA could define what would best serve its purposes for television programs to be broadcast overseas -- particularly in the documentary field -- it might persuade the television networks to produce such programs for broadcast by them in the United States in the first instance, with the USIA subsequently making arrangements for the use of the same programs overseas.

We believe that such a procedure would be wrong in principle, because it would involve a direct Government influence on the content and subject matter of network programming to the United States public; and this undesirable situation would be created only in order to achieve a by-product effect of providing the USIA with program vehicles to carry out its overseas information objectives.

Under such a procedure, the Government could justifiably be charged with using the U.S. networks as domestic propaganda instruments, possibly in violation of the spirit of the legislation establishing the USIA which prohibits it from propagandizing the American public; and the networks could justifiably be charged with lending themselves to being used as such instruments, and surrendering -- or certainly diluting -- their independent responsibilities to determine the content and nature of programs they put on the air.

The stated purpose which Mr. Murrow seeks to achieve is to develop television documentaries suitable to the USIA's overseas information mission, without burdening that agency with the production and manpower facilities necessary to create these programs. In our view, that purpose can be achieved, under either of the following procedures, without raising the dangers and objections inherent in his suggestion:

1. The USIA could prepare the specifications, in terms of subject matter and treatment, for programs it desired for overseas use, and commission any one of a number of production organizations to produce the specified programs for it.

2. The USIA could review documentary programs already produced for their own purposes by the networks or by non-network producing organizations, and if any of these programs seemed suitable for USIA's purpose, could negotiate for the purchase of rights to have these documentaries broadcast in the appropriate foreign countries. So far as NBC is concerned, we would want to exhaust possibilities of direct sale of such programs by NBC International to foreign markets. To the extent such direct sales were accomplished, the purpose sought would be achieved without Government intervention; but where NBC International did not succeed in selling abroad, we would be willing to consider negotiating arrangements for the USIA to use these programs.

As between these two alternatives, we believe the first would more simply and directly accomplish the purpose Mr. Murrow has in mind; the second would be effective only to the extent that documentaries already produced and broadcast in the United States also happened to meet USIA's overseas information objectives. In any event, neither of these alternatives would involve Government influence on the subject and content of programs produced for broadcast in this country.

Robert E. Kintner

cc: Mr. R.W. Sarnoff

S CWP

RADIO CORPORATION OF AMERICA
RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

DAVID SARNOFF
CHAIRMAN OF THE BOARD

March 14, 1961

Mr. Edward R. Murrow
United States Information Agency
Washington, D. C.

Dear Ed:

I have read with great interest the suggestions in your letter of March 2, concerning the possibility of certain working relationships between the United States Information Agency and the television networks.

The questions you raise apply directly to the operation of a network's news and public affairs divisions and I have therefore sent your letter to Bob Kintner for his careful evaluation. Bob has indicated to me that he would like, on one of his next trips to Washington, to sit down with you and give you his thoughts personally.

Meanwhile I want to express my deep appreciation for your generous offer to reconsider the possible use of the words "Freedom and Peace," and then make a decision without reference to any further surveys.

With warm personal regards,

Sincerely,

David

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PERSONAL & CONFIDENTIAL

March 2, 1961

Dear Dave,

SECRETARIAT - Ras file

I seize this first opportunity to answer your letter of February 20.

I find on the basis of hasty research that the Voice of America did in fact use the words "Freedom and Peace" in its identification for roughly one year. The files do not indicate why it was abandoned.

I have not yet had an opportunity to talk with my colleagues about the advisability of re-instating this identification but I must confess to you that I have certain doubts arising primarily from the apprehension that this might be regarded in some quarters as an indication that this Administration is more dedicated to freedom and peace than was the previous one. In any event, we shall give it our attention and make a decision without resorting to a world-wide survey.

I would take advantage of your being a long time friend of this organization and of mine to solicit your opinion on a matter that I regard as being of some urgency.

As you know, there is a vast export of American television films and programs abroad. I need not tell you that I have no desire to influence or control this export, but I do feel that if we in this Agency could define more clearly than we have in the past what would be useful for showing abroad, particularly in the field of documentaries, we might persuade the networks to produce them for initial showing in this country so that we might then make secondary use of them abroad.

Brigadier General David Sarnoff
Chairman of the Board
Radio Corporation of America
30 Rockefeller Plaza
New York 20, New York
ERM/rlp 3/1/61

We do not have in this Agency the men, the money or the expertise to produce documentaries comparable to those turned out by the networks. I see no reason why we should attempt to develop this capability. It seems to me that whenever the national purpose can be served through established commercial channels, that is the method that should be used.

Once we got our priorities straight, we might hold informal conversations with the News and Public Affairs Directors of the networks and then ask the President to invite you, Bill Paley and someone from ABC down for lunch to discuss the whole matter.

This is a purely personal and informational query to an old friend. I would value your counsel grately.

As ever.

Yours,

Edward R. Murrow

Hogs

ERM

Linc White called: He talked with Kitter Mead. BBC, at the beginning and at the close of the program, will say:

"This program was produced by the Columbia Broadcasting System and produced in the United States on November 25, 1960. Its preparation was begun in 1959. Edward R. Murrow was associated with the program while an employee of CBS News and prior to his appointment as Director of the United States Information Agency."

rlp 3/21

Excerpts from Question and Answer Period during
State Department Sponsored Briefing of Radio and TV Executives
April 4, 1961

Question: "Could you tell us, please, whose decision it was that you should try to suppress the film 'Harvest of Shame' from being shown by your Agency?"

Edward R. Murrow:

"There is an old and honorable tradition in journalism in this country that stems from the belief that Democracy's business is never done, and that a useful service is performed by reporters who expose shortcomings, areas of concern which have been ignored--in the vernacular, things that may have been swept under the rug, not been brought with sufficient clarity to the public's attention. I have tried to operate in that area for a number of years. Sometimes this type of reporting is referred to as expose; others call it muckraking.

"The program to which you refer had to do with a given segment of our agricultural community. It was accurate. I have defended it and will continue to do so. The viewer in this country could be expected to have sufficient sophistication to realize that this did not represent the full spectrum of agricultural activity in this country. I did not believe that the viewer abroad would have that same perspective and that same balance. Had I been still employed by CBS, I would have recommended that it not be shown abroad.

"Now, we come down to your question; who did it? -- I did.

"I received no telephone call from the White House. I received no telephone call from a Senator. When I knew that it was about to be run, I did something that I have done for many years. You do not change either your habits or your convictions quickly after twenty-five years. I picked up the phone and called Hugh Carleton Green, an old friend and director general of the BBC and said in effect, 'Are you locked in, or is a substitute possible?' He said, 'No, we are locked in.' I suggested that in view of my present official capacity, if something could be said at the outset saying that this had been done before I became the Director of the USIA, in order to eliminate any official connotation, it would be useful. That was done.

"I yield to no one in my opposition to government efforts to censor the free and complete flow of news. I said a moment ago, indeed I didn't say it, it was said by the Washington Post, that the effort was 'foolish and futile.' The only thing about the incident that galled me and gave me saddle sores was the easy assumption on the part of some of my colleagues that I had done this as a result of pressure. There is not enough pressure, I think, in Washington to have caused me to do it. I would much rather be accused of a lack of careful consideration or stupidity than having done it as a result of pressure.

"That is the chronology of this incident."

SA 2G

File

COPY

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B MSA 178 DL PD MS NEW YORK NY 23 624P EST

EDWARD R MURROW, DIRECTOR

UNITED STATES INFORMATION AGENCY WASHDC

AMERICAN CIVIL LIBERTIES UNION SHOCKED TO LEARN OF YOUR ALMOST INCREDIBLE EFFORT TO PERSUADE BRITISH BROADCASTING OFFICIALS NOT TO SHOW TELEVISION DOCUMENTARY ON MIGRANT LABOR SITUATION IN THE UNITED STATES. YOUR QUOTED EXPLANATION IN THE PRESS THAT THE FILM WAS MADE ONLY FOR DOMESTIC PRESENTATION IS UTTERLY IRRELEVANT. YOUR ACTION WAS ATTEMPTED OFFICIAL CENSORSHIP. UNLESS THERE IS OTHER EXPLANATION, OUR FRIENDS AND ENEMIES THROUGHOUT THE WORLD CAN ONLY BELIEVE THAT CRITICAL COMMENT IN THE SENATE AGAINST CONTENT OF THE FILM WAS THE CAUSE OF YOUR ACTION. ANY SUCH SUBSERVIENCE WILL SEVERELY DAMAGE IF NOT COMPLETELY DESTROY AT HOME AND ABROAD THE VALIDITY OF YOUR PLEDGE THAT USIA POLICY WILL BE TO TELL THE TRUTH, BOTH GOOD AND BAD. THIS PRINCIPLE OF FREEDOM OF COMMUNICATION SHOULD ALWAYS GUIDE USIA PROGRAM, AND WE URGE THAT YOU REAFFIRM AND HEREAFTER UNMISTAKEABLY ACT ON THIS PRINCIPLE

PATRICK MURPHY MALIN EXECUTIVE DIRECTOR AMERICAN CIVIL LIBERTIES UNION.

641P EST MAR 23 61

COPY

Dear Pat,

My reply to your telegram under date of March 23 has been delayed, due largely to the fact that I have been involved with certain matters having to do with the crisis in Laos and have been engaged in presenting the Agency's budget before the House Sub-Committee on Appropriations.

May I say at the outset that I never expected to defend myself before the Bar of Civil Liberties Union whose policies and practices I have so often defended in public. So please regard this not as a defense but rather as comment upon your telegram.

There is a long and honorable tradition in the literature and journalism of our country, a tradition of social protest and self-examination based upon the belief that democracies' business is always unfinished business. I have tried to work in that tradition for a number of years.

The Harvest of Shame was an effort to widen the area of concern and controversy in this country about a matter of very considerable social, economic and educational importance. The American viewer could be expected to look at it in its proper context and not regard it as a portrayal of the total farm situation in the United States. The foreign viewer cannot reasonably be expected to bring the same degree of knowledge or sophistication to the subject.

Mr. Patrick Murphy Malin
Executive Director
American Civil Liberties Union
170 Fifth Avenue
New York, New York

Had I still been employed by CBS, I would have opposed the sale of this particular program abroad.

I was concerned lest my participation in the film might be regarded as somehow reflecting official United States policy, so I did what I have done so often in the past as a private citizen, picked up the phone and made a casual call to Hugh Carleton Greene, the Director General of the BBC. That was an error, but one does not immediately change the habits of 25 years.

Nor, I think, is the record of 25 years to be destroyed by one ill-considered telephone call.

I did not act under pressure. I was not requested to make the call by the Senate, the White House, the State Department or anyone else.

You urge that I "reaffirm and hereafter unmistakeably act" on the principle that freedom of communication should always guide the USIA program. I am, of course, happy to do precisely that since it is a principle by which I have tried to live in the past and which I purpose to adhere to in the future.

Sincerely yours,

Edward R. Murrow

H & S

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Sincerely yours,

Edward R. Murrow

ERM/rlp 3/29/61

March 14, 1961

Dear Palmer,

Many thanks for sending me the dope on the Russians' use of HARVEST OF SHAME.

Sorry if it inconvenienced you.

As ever,

Yours,

Edward R. Murrow

Mr. Palmer Williams
Columbia Broadcasting System
485 Madison Avenue
New York, New York

ERM/rlp 3/14/61

cup

March 10, 1961

Ed:

This is the full extent of what we now know about the Russians and HARVEST OF SHAME ...

Palmer

PALMER WILLIAMS

SUPPORTING RADIO LIBERTY

SUPPORTING THE INSTITUTE FOR THE STUDY OF THE U. S. S. R.

AMERICAN COMMITTEE FOR LIBERATION

Freedom for the Peoples of the U.S.S.R.

1657 BROADWAY
NEW YORK 19, N. Y.

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GENERAL COUNSEL

EUROPEAN HEADQUARTERS
LILIENTHALSTRASSE 8
MUNICH 19, GERMANY

ROBERT F. KELLEY
DEPUTY TO THE PRESIDENT, EUROPE

March 1, 1961

Mr. Fred Friendly
CBS Reports
485 Madison Avenue
New York, New York

Dear Mr. Friendly:

Radio Moscow has recently broadcast a long program dealing with your report on itinerant workers, "Harvest of Shame." Radio Moscow says that CBS brought to the attention of millions of viewers the poverty of these workers. Naturally, the purpose of this Radio Moscow broadcast was to give support to the Communist theory that ours is a decaying system.

Without engaging in a war of words with Radio Moscow, Radio Liberty will prepare a program in its New York Bureau for broadcast to the Soviet Union, citing the role of communications media in a democracy. We will mention other programs such as yours which expose the dark side of life in the United States, pointing out facts which show that this type of exposure helps to spark improvements. Will you be kind enough to do a short interview with me on the above subject via telephone tomorrow (Thursday) for inclusion in this program? Your assistance will be very much appreciated.

My recording line number is JU.2-5645. Switchboard: JU.2-5620.

Sincerely yours,

Paul N. Sanker
Supervisor, News & Special Events
Radio Liberty

PNS:bf

CABLE: AMCOMLIB
PHONE: JUDSON 2-5620

MEMO from PAUL SANKER

March 7, 1961

Mr. Friendly:

This is the translation of the text from the Radio Moscow program which our monitors recorded in Europe. Unfortunately, I do not have a copy of the tape and therefore, it is difficult to say whether RM used any of your sound track.

This thing goes on all the time and CBS seems to have the dubious honor of being Moscow's favorite source for exploiting the seamy side of American life. Personally, I think it is a tribute to your documentaries for there are many intelligent listeners in the Soviet Union who admire this type of hard-hitting documentary. The Soviet media never report on their own problems in this fashion. For instance, there was nothing reported on the uprising in Timur Tau in 1959. Radio Liberty pieced the story together from many sources of information and broadcast it to the Soviet listeners.

When you have read the script, you will understand why we think it is important for the Soviet listener to know the role of the information media and the commercial in America.

Please call me when you have time so that we can hot up the interview with you in Washington or here. I am sure it will [illegible] the exploitation is unnecessary [illegible]

TO: Mr. Fred Friendly, CBS REPORTS
Mr. Edward R. Murrow (Nerov in Moscow

RADIO MOSCOW
Feb. 28, 1961

FROM: Paul Sanker, Radio Liberty, News & Special Events, New York

INTERNATIONAL THEMES

What you are about to hear cannot fail to move even the most hard-hearted person. The names and people about which we shall tell you are not fictional. Nor are the circumstances, under which these outcasts of the richest capitalist country in the world are born, live and die, a fiction.

At the end of last year, there was a countrywide television broadcast in America with the strange and extraordinary title: "Harvest, Shame."

It was strange and extraordinary that the greatest US TV company, the Columbia Broadcasting System suddenly agreed to show millions of television viewers the frightening poverty of more than three million migrant American seasonal farm workers.

What then, has forced the Columbia Broadcasting System to take the relative risk of showing this self-incriminating program. Apparently, this tragedy has reached such proportions that it is no longer possible to conceal it. And it is no accident that it was shown at the time of the American presidential election.

At the height of heated pre-election battles, the US press, radio, and television often blurt out things that normally would have been censored by the government.

We shall try to transmit to you what amounts almost to a record of evidence of this edifying television program.

(MUSIC) Ragged, wasted-looking people appear on the television screen.

One of the company's most popular commentators, Edward Nerov (Murrow) announced:

These are migrant workers, they are US citizens. This is American History in 1960. This is a story of men, women, and children who wander over the roads of America.

Murrow introduces to the television audience Charles Degovlek (?) - Chief of Police of Balbley (city?) - in a rural area of Florida, a place to which a multitude of migrant workers comes.

These people make a truly pitiful impression. The overwhelming majority of them does not have a cent. They are unable to rent even a shack and they sleep anywhere: on the grass, at warehouses, in the park, on the shore of a lake, anywhere they can rest for a few hours. They arrive with one thought -- to survive until the end of the harvest, and to save a little money in order to manage to get to the next state.

Then Edward Murrow gave the floor to a correspondent of the Columbia Broadcast System (name illegible). The correspondent traveled along the country with the migrant farm workers and interviewed them. These talks were put on tape by the company. (?) interviews 29 year old Eileen King mother of 14 children.

(a partly illegible sentence about picking beans)

Mrs. King, what time did you arrive at the field?

At six o'clock in the morning.

When did you finish working?

At four o'clock.

Then you work ten hours a day?

Yes.

How much did you earn?

One dollar.

How much must you spend on food to eat your fill?

Two dollars.

How old were you when you began working?

I was eight years old, sir.

You have worked in the fields for 21 years?

That's right.

Do you think that you will ever be able to stop doing this kind of work?

No.

On the Pacific seaboard Low meets worker Joseph Wirtz. He is a World War II veteran who served in the Navy. Wirtz and his family have settled under a tree. It takes the place of a house.

Mir Wirtz, why are you camping under this tree?

Someone told us of this place; they said it was not half-bad.

Where do you get water?

We get it in the city.

How do you bring it here?

In a can.

What about plumbing?

We manage as best we can.

Do you think that some day you will earn enough money picking cotton to settle somewhere permanently and acquire a home of your own?

No, I do not think I ever will.

At this point the broadcast about farm workers was interrupted and as usual, the company began to show a commercial. (Music).

Various firms were offering fantastic little houses, electric kitchen equipment, the best, the most comfortable vacation resorts.

If you wish to spend a good summer come to Florida.

Excellent climate, excellent roads, best hotels.

This is a fruit paradise. Only in Florida can you taste real fruit.

Strawberries, strawberries, strawberries. Winter strawberries, frozen strawberries.

Only in Florida will you understand what cherries are really like. Did you ever eat cherries candied in cognac? This done is reason enough to visit Florida.

If you want to really enjoy yourself and to improve your health, come to Florida. This is a fruit and berry paradise.

The commercials ended at this point and correspondent Low again appeared on the screen. He talked to Mrs. Doby. She is 34 years old and the mother of nine children.

Mrs. Doby, what do you do in Florida?

We pick strawberries and cherries.

Who takes care of your children while you are working?

They don't have to be watched, they work alongside of us.

What, the baby too?

No, the baby can't walk yet, she simply sits in the tent, in the field.

What do you usually eat for dinner?

We boil beans and fry potatoes. Sometimes a little corn or something like that.

How much milk do you get for the children?

As a rule, my children do not drink milk.

Don't they like it?

No, it's money that does not like us, and they don't give milk unless you have money. We get a little milk for the baby on pay day.

What would you like more than anything for your children, Mrs. Doby?

I wish they would have a good career, that they would get what they want.

My eldest daughter would like to go to school, but both she and the boy will probably soon quit school. She likes school, but all last week she missed school because she had to watch the baby... and work.

Ed Murrow again appears on the screen. He tells about the difficulties related to the travel of migrant farm labor. Like cattle, they are packed into dirty trucks and the contractor drives them through the state from one harvest to another.

But here is a scene that the Columbia Broadcasting Company did not show either in November or at any other time before that, but which we remembered after re-reading THE GRAPES OF WRATH by American writer Steinbeck. And though this book was written 25 years ago, and America has changed a great deal since then, the position of agricultural workers has remained the same.

Do you want to work?

(Voices) Where is work?

Near Tulare. This is fruit-picking time, they need a lot of people.

Are you doing the hiring?

Yes, I am a contractor.

How much will you pay us?

I don't know exactly.

Why not. Don't you have a contract?

Everything depends on the price of the fruit.

All-right, Mister, I'll go.

But you must have documents. You are a contractor, show them to us; and then gives us the information. Let us see what it says there about where we shall work, when and how much we shall be paid, and then you will sign it and we shall go with you.

Are you teaching me my own business?

If we go with you, that will be our business.

Don't tell me what to do. I told you I need help.

And I am asking you, how many people do you need, and what is the pay.

I don't know yet, myself.

Then how can you hire people?

Ido business as I see fit. I am hiring help for the Tulare District. I need a lot of people. Who wants to go? (Voices, noise).

This is how agricultural workers werehired 25 years ago. This is how they are hired today, and apparently, this why, Commentator Murrow spoke two months ago to the television audiences of America and told them about how these people lived: "These are the grapes of wrath of 1960, which begin at the Mexican border in California and end in Oriion (?) in the state of Washington."

And every year, says Murrow, with the same inevitability with which the seasons change, accidents occur, resulting in deaths and serious crippling.

The police announce that one of the causes of accidents is the overcrowding of trucks. (Music).

And again the broadcast was interrupted. A gay commercial took its place. This time, electric kitchen equipment manufactured by Uerun (?) was advertised.

In every home the electric equipment is installed according to the desires and convenience of the family. Our firm continuallyimproves its products for the greater comfort and convenience of US housewives.

Us the best electric equipment of "Ueruen." It will lighten your labor. American women can devote more time to their families, to social activity, to cultural interests and various amusements.

And perhaps, during one of these advertising programs by the television company this scene occurred in San Francisco at a meeting of the committee for work and social security -- the organization that collects information on the life of agricultural workers.

Your name?

Maria Morens (?)

What is your occupation?

Most of the time we look for work. At present we have succeeded in getting a job picking potatoes.

Where do you live?

Not far from Madassa (?) in a one-room shack.

How many people live in the shack?

I, my husband and our 12 children.

Do you earn enough money to pay for food, rent and clothing?

You are making fun of me. We all work and we barely make enough not to starve.

Quite recently, we were in a desperate position. There was no work. We were refused welfare aid. For two days the new baby had nothing but sweetened water. All the others did not eat for three days. Our 19 year old son fainted from hunger in the street and was sent to the hospital. I implore you, help us, save our family; save thousands of other, equally unhappy people. They will die if someone does not help them.

Mrs. Morens, our committee does not have such funds.

But who will save these people? Must they perish?

Two millions of people, deprived of land, deprived of rights, deprived of property, deprived of a future. An endless stream of these people stretches along the US roads allyear long.

Columbia Broadcasting Company correspondent Low, told the television audience of only a few areas of the country where this tragedy annually occurs. I shall pinpoint some of the things [redacted] said:

<u>Northern Florida</u>

How much milk do you buy for the children?

As a rule, they drink no milk.

<u>North Carolina</u>

Do you expect ever to buy a home of your own?

No I do not expect to.

Okichoba (?) Camp

How much have you earned?

One dollar.

How much must you spend to eat your fill?

Two dollars

Miserable earnings, but even they are often not obtained by the workers. They are deceived, robbed and cheated. There is not just one million of these Americans who suffer privations, who starve and live in dreadful conditions, inpitiful shacks, under the open sky.

At the end of the television broadcast of the American company with which we have just acquainted you, again a group of ragged people appeared on the screen. They returned south at the end of the picking season.

Commentator Murrow speaks as follows:

It is now November. The last workers on trucks, buses and cars approach the southern states to begin the whole cycle over again. The workers returned after many months of the hardest work as poor as ever. One man says that he came back with $1.65,another with $6.00, still another does not have a cent.

We left without a cent and we came back without a cent.

We have added or changed nothing in the program of the American television company, the Columbia Broadcasting System, which was broadcast about two months ago. And this time we cannot help but agree with our American colleague, Edward Murrow who called this program "Harvest of Shame."

END

March 6, 1961

MEMORANDUM FOR: I - Mr. Murrow

FROM: I - Glenn L. Smith

Palmer Williams called again at 3:30 p.m. to say that he was "not finding out what he hoped to."

His best lead is contained in a letter dated March 1 from Mr. Paul Sanker, American Committee for Liberation: Freedom for the People of USSR, 1567 Broadway, New York, to Fred Friendly. Sanker's letter alleged that Moscow Radio recently aired a report on "Harvest". Sanker further identifies himself as a news editor for Radio Liberty. Sanker is querying his people in Europe further about the Moscow Radio's use of "Harvest."

Mr. Williams acknowledged that a script of "Harvest" was furnished to Tass and believes it is possible that Radio Moscow did a show based on the script. He also said it would be possible, but not likely, the Russians could have made a kinescope of the show when it was shown in this country.

Only two prints of "Harvest" have been sent out of the country to the knowledge of Mr. Williams. One to Europe and one to Asia. Mr. Williams is sure neither print has been shown. He noted that BBC plans to use the "Harvest" show but would require a finished print and could not use the one currently being shown around in Europe.

Mr. Williams said he would continue to seek more information on this matter and will let me know as soon as he has something new.

I:GLSmith:sg

IA-68
2-10-54

U.S. INFORMATION AGENCY
ROUTING SLIP

TO: NAME OR TITLE	ORGAN. SYMBOL	ROOM NO.	BLDG.	INITIALS	DATE
1. Mr. Murrow	I	423	1776		
2.					
3.					
4.					
5.					

	APPROVAL		NECESSARY ACTION
	AS REQUESTED		NOTE AND FORWARD
	COMMENT		NOTE AND RETURN
	FILE		PER CONVERSATION
	FOR CORRECTION		PREPARE REPLY
	FOR YOUR INFORMATION		RETURN TO SENDER
	INITIAL FOR CLEARANCE		SEE ME
	INVESTIGATE		SIGNATURE
	JUSTIFY		

REMARKS OR ADDITIONAL ROUTING

Eighteen minutes of your "Harvest of Shame" was carried on the Moscow Home Service. Attached is the item from FBIS.

FROM (Name or Organization)	ROOM NO.	BLDG.
IRI - Oren Stephens	703	W-J
	PHONE NO. 5323	DATE 3/3/61

3-2-61

POVERTY-STRICKEN FARMERS--Moscow Home Service carries an 18 minute reproduction of Edward R. Murrow's television documentary on migrant farm workers, "harvest of shame." With the following introduction: "What you are about to hear cannot fail to move the hardest of people. The names and people about whom this deals have not been invented, nor are the tragic circumstances in which these rejects are born, live, and die in the richest capitalist country, invented either." The introduction questions why the biggest U.S. television company, CBS, would risk showing the appalling poverty of the more than 3 million American migrant agricultural workers and then said that such things, which would normally be banned by the government, are revealed only at election time. The introduction ends: "We shall now try to convey to you an almost verbatim reproduction of this instructive television program." (Moscow, Home, Feb. 24, 1961, 0940 GMT--L) (UNCLASSIFIED)

UNITED STATES INFORMATION AGENCY
WASHINGTON

February 23, 1961

MEMORANDUM FOR MR. MURROW

SUBJECT: Further Senate comment on "Harvest of Shame"

I believe you may be interested in the attached tearsheet of Senator Javits' remarks that "the vital question...is not whether 'Harvest of Shame' is or is not a wholly comprehensive and objective documentary (but) that a detailed and thorough discussion of a very pressing problem took place in the Senate..."

Thomas G. Roderick, Jr.
General Counsel and
Congressional Liaison

Mr. Wharton, 61, is now Minister to Rumania. He has been in the Foreign Service 34 years.

As Ambassador at Oslo, Mr. Wharton will hold the highest rank ever attained by a member of his race as a U.S. career diplomat.

Other Negroes have served as Ambassadors, but they held their posts as political appointees.

Mr. Wharton's road to an ambassadorship has been the hard way. His first State Department job in 1925 was as a law clerk at $1,860 a year.

Three years ago, President Eisenhower named him Minister to Bucharest. Prior to that appointment, Mr. Wharton had been consul general at Marseilles, France.

In going up the ladder to his consul general's post, Mr. Wharton served at such points as Monrovia, Liberia; Las Palmas, Canary Islands; Tananarive, Madagascar; Ponta Delgada, Azores, and Lisbon, Portugal.

He was born in Baltimore on May 11, 1899.

He attended Boston University, received a law degree there in 1920 and practiced law in Boston before entering Government service.

[From the Washington Post, Feb. 22, 1961]

DIPLOMATIC PRIZE

Clifton R. Wharton has won elevation to ambassadorial rank on the basis of a long and meritorious career in the Foreign Service. He has been oppointed to one of the most highly prized of diplomatic posts in Western Europe. Having been a Foreign Service officer for the past 32 years, Mr. Wharton is to be promoted from his present post as Minister to Rumania to be Ambassador to Norway.

The post goes to Mr. Wharton because he deserves it, not because he happens to be a Negro. The selection affords an illustration, nevertheless, of the resourcefulness with which President Kennedy seems to be redeeming his pledge to give qualified Negroes something closer to their proportionate place in public office than they have hitherto enjoyed. We look forward to a day when the appointment of a Negro so well qualified as Mr. Wharton will have ceased to be a novelty.

LEGISLATIVE SESSION

Mr. MANSFIELD. Mr. President, I move that the Senate resume the consideration of legislative business.

The motion was agreed to; and the Senate resumed the consideration of legislative business.

LITHUANIAN INDEPENDENCE DAY

Mr. JAVITS. Mr. President, among those whom the Soviet Union has deprived of their liberty are the unhappy people of Lithuania. Almost 3 million are trapped behind the Iron Curtain.

The people of Lithuania enjoyed a brief reestablishment of their independence in the wake of World War I. On February 16, 1918, the Lithuanian Republic was proclaimed, and for 21 years it enjoyed relative freedom. The liberty-loving people of Lithuania, however, were caught up in the expansionist ambitions of the Soviet Union, and in 1940, shortly after the outbreak of World War II, their country was occupied by Communist forces. The Kremlin deceived no one in Lithuania with its propaganda and subversive activity designed to smother the country's freedom with Communist ideology and power.

The flame of freedom has continued to burn brightly in this oppressed land in spite of harsh restrictions, deportations, imprisonment, and other repressive measures; and the hope of independence is still strong in the hearts of the Lithuanian people.

Our ties with the people of Lithuania are not only bonds of sympathy and understanding. Many of our citizens trace their origins to this ancient land, and they have helped to keep alive the hope that in the not too distant future, freedom will once more flourish in Lithuania. I am in strong sympathy with the hopes of the people of Lithuania for independence and freedom from Communist tyranny.

MIGRATORY LABOR

Mr. JAVITS. Mr. President, last week the Senator from New Jersey [Mr. WILLIAMS], the chairman of the Senate Subcommittee on Migratory Labor, of which I am a member, outlined on the floor of the Senate some of the problems confronting our American migratory working force and inserted in the RECORD material relating to the television documentary film, "Harvest of Shame." The distinguished Senator from Florida [Mr. HOLLAND] joined in this discussion to point out some relevant matters which he felt were omitted from the "Harvest of Shame" film.

Mr. President, I commend to the attention of the Senate the discussion which took place between these two able and informed Senators. In my opinion, the vital question here is not whether "Harvest of Shame" is or is not a wholly comprehensive and objective documentary. The important thing is that a detailed and forthright discussion of a very pressing problem took place in the Senate of the United States, for it shows that we are not neglecting our obligation as legislators to scrutinize, debate on and act on behalf of every area of our economy regardless of size or locality. We are recognizing that many hundreds of thousands of migratory workers are an integral part of our Nation's working force and as such are fully entitled to our attention.

During the 86th Congress, I worked with the Senator from New Jersey [Mr. WILLIAMS] in the subcommittee on proposed legislation to protect the human and working rights of our migrant workers, principally by a crew leader bill and adult and child education bills. I anticipate expanded legislative activities in the subcommittee during this session. And I look forward to detailed hearings on the issues and currents affecting our agricultural economy and those who support it, at which all parties in interest will have full opportunity to be heard.

In this connection, I ask unanimous consent that an editorial from the New York Times of February 12, 1961, a letter to the editor of the Times appearing in the February 15 issue, and an editorial from the New York Herald Tribune of February 6, 1961 be printed in the body of the RECORD at this point.

There being no objection, the editorials and letter were order to be printed in the RECORD, as follows:

[From the New York Times, Feb. 12, 1961]

PROGRESS FOR MIGRANT LABOR

Things are looking up for migratory farmworkers. At least, important plans are on foot to better the migrants' lot. They should have wide public attention and support.

One proposal seeks to solve the migrant's problem by removing the reason for his migrations. Executive Director Walsh, of the President's Committee on Migratory Labor, has announced a joint pilot project, sponsored by his committee and the Florida State Migrant Committee, to help seasonal workers find permanent jobs. It will be set up at one of the chief home bases in Florida from which migrants move North in the spring. Training to operate farm machinery can fit them for more stable employment. Then, too, many new jobs are opening up through the movement of industries and the establishment of new ones.

More widely promising are the proposals which Senator HARRISON A. WILLIAMS, chairman of the Senate Migratory Labor Subcommittee, has embodied in bills prepared after 2 years of public hearings. They include Federal grants-in-aid of State and local schools for migrants' children; insured housing loans to farmers and direct loans to growers, nonprofit groups, and migrants themselves; increased health services for farm laborers and compulsory Federal registration of "crew leaders." This latter would give the Government much needed authority to set and enforce standards protecting workers against exploitation by those who supply seasonal labor for harvesting. Unfortunately, however, Senator WILLIAMS has not included minimum-wage and child-labor measures. He is known to favor both, but drafting difficulties, which have been formidable, have yet to be solved.

Promising, too, is the rapport which is developing between the three top Government officials who can do more than anyone else to ease the lot of the migrants. Besides Senator WILLIAMS, these are the new Secretaries of Labor and Agriculture, Messrs. Goldberg and Freeman. Both are sympathetic to efforts in that direction, instead of working at odds as did the Secretaries in the last administration. It will be remembered that Secretary Benson openly opposed measures to help migratory workers which were championed by Secretary Mitchell. We hope the present rapport will continue.

[From the New York Herald Tribune, Feb. 6, 1961]

PROFITEERING IN HUMAN DISTRESS

Congress has passed reams of laws regulating interstate commerce in goods, but it still has done little to alleviate the appalling conditions which prevail in the interstate commerce in people. We refer, of course, to migrant workers, the underpaid and exploited half million who harvest the Nation's crops but who themselves get a dismally small share of the fruits of that harvest.

Their plight was dramatically brought home to millions of Americans last November, when CBS (with Edward R. Murrow narrating) presented its powerful television documentary, "Harvest of Shame." HARRISON WILLIAMS, Chairman of the Senate Subcommittee on Migratory Labor, has a package of bills ready for presentation soon to the Senate. Indications are that the administration is going to press for action. It should, and the public should take on itself as a matter of conscience the job of making known its concern for the plight of these people.

Each time a housewife picks up a neat package of crisply frozen vegetables at her local market, she might well reflect on the

possibility that the man (or woman, or child) who picked them went to bed hungry. Largely voteless, mostly uneducated, dependent for their meager living on the only work they know, often cruelly exploited by unscrupulous crew leaders, the migrants have well been called the most underprivileged people in America. They are outside the protection of most laws that govern labor conditions, and all too often even outside the protection of community conscience in those areas where they work.

The migrant problem is one not only for Congress. States and localities have a job to do as well, and more fundamentally the voting and food-buying public itself—which too long has tacitly acquiesced in the exclusion of these half million from the ordinary privileges of citizenship—ought to serve notice that it wants no longer to be a party to profiteering in human distress.

[From the New York Times, Feb. 15, 1961]

PROTECTING MIGRANT LABOR

To the EDITOR OF THE NEW YORK TIMES:

Unfortunately, your otherwise excellent editorial of February 12 indicates that minimum wage and child labor measures will not be included in the legislative program which has evolved from the work of the Senate Subcommittee on Migratory Labor.

Actually, bills for those two purposes are included in a program to be introduced within the next 2 weeks. The bills are revised versions of similar measures introduced last year. Child labor and minimum wage were certainly key goals in 1960 and they continue to be in 1961.

Many of our legislative proposals have already attracted the interest and understanding of Secretary of Labor Goldberg. We also anticipate help and suggestions from other Cabinet members with responsibilities in this general area.

The interest of the New York Times in the effort to improve the lot of the migratory worker has been constant and encouraging. The subcommittee will need widespread support and public understanding within the next year to make the legislative breakthroughs which will resolve these critical human problems.

HARRISON A. WILLIAMS, Jr.,
Chairman, Senate Subcommittee on Migratory Labor.

WHO GOT THE GOLD?

Mr. DWORSHAK. Mr. President, every American is vitally interested in maintaining an adequate national defense. This means not only effective military preparedness but also the preservation of a sound, constructive economic base upon which to operate our government and our economy.

Nearly 2 years ago I made some remarks in this body in an effort to arouse interest in and to alert my colleagues to the serious situation then confronting us, which involved the rapidly dwindling supply of our gold reserves. Since then I have made several speeches concerning that same development.

Naturally I was greatly encouraged last fall when the feeble voices of the few Members of Congress reverberated into an alarm throughout the country that it was time to do something to conserve our gold reserve. There has been profound interest in my State and the Northwest concerning this very acute problem.

Mr. President, I ask unanimous consent to have printed in the RECORD at this point a recent statement entitled "Who Got the Gold?" prepared by Mr. Frank Lilly, of Spokane, Wash., who has had a great interest in this problem. I urge my colleagues to read these remarks, because I think they will shed some enlightenment on the need for early and effective action to solve this problem.

There being no objection, the statement was ordered to be printed in the RECORD, as follows:

WHO GOT THE GOLD?—A $9,664 MILLION QUESTION

1. The free world nations produced a total of $8,268 million of gold from the beginning of 1950 to the 1960 year end.

2. During this same period foreign free world nations drew out of the U.S. Treasury's gold holdings a total of $6,796 million of gold in payment on their dollar balances.

3. Thus total gold holdings of the free world nations, including the United States and international institutions, should have shown an increase of $15,064 million ($8,268 million plus $6,796 million).

4. But as a matter of fact their total gold holdings increased by only $5,400 million from $35,400 million to $40,800 million.

5. Who got the $9,664 million gold difference between $5,400 million and $15,064 million?

6. Some of this gold, particularly the production of the Union of South Africa, could have been purchased by private individuals in Great Britain, France, West Germany, and other free world nations that permit private ownership of gold but it is not considered likely that as much as $2 billion of this gold passed into private hands.

7. Incidentally, the United States is the only country except Cuba and Indonesia whose gold holdings are now smaller than they were at the beginning of 1950.

8. Even if the United States now had in its Treasury the $9,664 million of gold that neither it nor the other free world nations have in their treasuries, it would not have enough gold to provide a minimum 25 percent gold reserve requirement of $11,498 million against Federal Reserve note currency and adequate coverage on $23,400 million foreign-owned dollars and dollar credits convertible into gold on demand.

9. West Germany, by the way, does not have as much gold as is generally assumed, although its holdings now totaling $2,915 million have increased from nothing at the beginning of 1950. It does, however, own dollars and dollar credits convertible into gold on demand totaling an additional $3,082 million and the fact that there are no pressing claims against its gold or dollars gives it top liquidity with the exception of Switzerland.

10. Gold holdings of the International Monetary Fund and other international institutions increased by only $1,094 million from the beginning of 1950 to the 1960 year end: $1,519 million to $2,603 million.

Where and how is the United States going to get the gold it needs to provide and maintain an intrinsically sound money as specified and defined in article I, section 8, item 5 of the U.S. Constitution?

REPLIES TO INQUIRIES BY MEMBERS OF CONGRESS

Mr. WILLIAMS of Delaware. Mr. President, I should like to appeal to the Secretary of the Department of Health, Education, and Welfare that he be a little more prompt in providing Members of Congress information in connection with some of the measures which the administration is asking the Congress to consider rather rapidly. I refer particularly to the Federal-aid-to-education bill.

Since I recognized that the administration would ask Congress to give rather prompt consideration to these various measures, on February 2 I directed a letter to the Secretary asking for a statistical breakdown in regard to Senate bill 8, already pending. Later I supplemented this request and asked for a statistical breakdown on the distribution as proposed under administration plans for Federal aid to education, both grants and loans, and asked that it be sent to my office.

I have read in many newspapers, particularly those in my own State, how much Delaware and certain other States are to receive, under the administration's proposal. However, the only material I have received in my office was simply two sheets of paper, stapled together in some hodgepodge manner, which frankly I am unable to decipher.

I respectfully suggest that the administration take time, in some public relations department, to at least answer letters in a manner which can be read.

Certainly as we cross over into the new frontier Members of Congress will not be expected to buy 50 newspapers—1 from each State—in order to find out what the administration is recommending.

I fully respect the principle that the administration's recommendations are deserving of prompt consideration by the Congress regardless of whether or not we are in agreement with the suggestions. However, as one Member of Congress, I do not intend that these measures be permitted to be steamrollered through without the agencies first having taken the time to supply us with adequate information in order that we can properly evaluate the suggestions.

TRAFFIC SAFETY

Mr. DIRKSEN. Mr. President, over a period of time I have had a great deal of interest in the whole question of traffic safety, and over the years I have made a number of speeches on the subject. I had a notable interest at the time I served as chairman of the District of Columbia Committee in the House of Representatives. I have a concern for many of the problems facing the District of Columbia.

Among the pressing problems in the District are traffic safety and education, and the construction and improvement of bridges, tunnels, thruways and roads to better serve the greater metropolitan area of Washington, D.C. I know that the Congress will give serious consideration to these many problems.

I relate briefly what the city of Washington is attempting to do in traffic safety and traffic education. Sometimes I believe people take too lightly traffic education and the responsibility of each driver in fulfilling both his moral and legal obligation to drive safely, cautiously and courteously within the traffic laws and regulations of their given jurisdiction. This is true in any city or town in the United States and not only pecu-

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ference table with the same confidence as do we, protected as we are by our moral, economic, and military strength. That table, though scarred by many past frustrations, cannot be abandoned for the certain agony of the battlefield.

THE NEED FOR DISARMAMENT

Disarmament with mutual honor and confidence, is a continuing imperative. Together we must learn how to compose differences, not with arms, but with intellect and decent purpose. Because this need is so sharp and apparent I confess that I lay down my official responsibilities in this field with a definite sense of disappointment.

As one who has witnessed the horror and lingering sadness of war—as one who knows that another war could utterly destroy this civilization which has been so slowly and painfully built over thousands of years—I wish I could say tonight that a lasting peace is in sight.

Happily, I can say that war has been avoided. Steady progress toward our ultimate goal has been made. But, so much remains to be done. As a private citizen, I shall never cease to do what little I can to help the world advance along that road.

So—in this my last good night to you as your President—I thank you for the many opportunities you have given me for public service in war and peace. I trust that in that service you find some things worthy; as for the rest of it, I know you will find ways to improve performance in the future.

You and I—my fellow citizens—need to be strong in our faith that all nations, under God, will reach the goal of peace with justice. May we be ever unswerving in devotion to principle, confident but humble with power, diligent in pursuit of the Nation's great goals.

PRAYER FOR PEACE

To all the peoples of the world, I once more give expression to America's prayerful and continuing aspiration:

We pray that peoples of all faiths, all races, all nations, may have their great human needs satisfied; that those now denied opportunity shall come to enjoy it to the full; that all who yearn for freedom may experience its spiritual blessings; that those who have freedom will understand, also, its heavy responsibilities; that all who are insensitive to the needs of others will learn charity; that the scourges of poverty, disease, and ignorance will be made to disappear from the earth, and that, in the goodness of time, all peoples will come to live together in a peace guaranteed by the binding force of mutual respect and love.

DOCUMENTARY FILM, "HARVEST OF SHAME"

Mr. WILLIAMS of New Jersey. Mr. President, on February 6, my good friend the distinguished senior Senator from Florida [Mr. HOLLAND] discussed the documentary film, "Harvest of Shame," which was nationally televised by the Columbia Broadcasting Co. on November 25, 1960. The film pictorially described the problems of migratory farm workers and their families as they travel throughout the Nation harvesting our crops. On January 23, 1961, the transcript of the telecast was placed in the CONGRESSIONAL RECORD by the junior Senator from Wisconsin [Mr. PROXMIRE]. The film, as nationally telecast on November 25, was exhibited in the auditorium of the New Senate Office Building on Monday, January 30, 1961.

I was especially interested in this film. As chairman of the Senate Subcommittee on Migratory Labor, I have become familiar with the facts which the film presented, and with the many, many facts which the film did not and could not present in a 1-hour program.

The facts most vivid in my mind have been revealed in public hearings and field trips conducted by the Subcommittee on Migratory Labor in 1959 and 1960. We went into Michigan, Wisconsin, Minnesota, New Jersey, New York, Pennsylvania, California, and Florida. We were there to get local views on legislation introduced earlier in the 86th Congress. The subjects of our legislative inquiry were crew leader registration, agricultural minimum wage, child labor, child and adult education, and housing. During these trips we gained much valuable information which enabled us to improve the bills and formulate additional legislation which will be introduced in the Senate very soon.

I, therefore, welcome the opportunity to discuss this critical problem. In initiating this discussion and affording the opportunity to air the serious, complex nature of the problem the senior Senator from Florida has performed a valuable service to this body and to the entire Nation. I commend him for doing so, and since the Congress must soon decide on several of these issues, I hope there will also be further opportunity for discussion of those matters.

The remarks of the senior Senator from Florida were to the general effect that the method of presentation used in the film lacked objectivity in certain respects. The questions raised by this, Mr. President, obviously call for a full, fair record of the background facts showing the pros and cons concerning the differences of opinion that have been expressed about the film. These pros and cons, as I know them, are found in:

First. An analysis of "Harvest of Shame" prepared by the American Farm Bureau Federation;

Second. A resolution adopted by the American Farm Bureau Federation, on January 4, 1961;

Third. A January 23, 1961, letter of the Columbia Broadcasting System, Inc. responding to the "analysis" of the American Farm Bureau Federation; and

Fourth. An invitation to attend a showing of the film, addressed to the Members of Congress from the National Council on Agricultural Life and Labor dated January 23, 1961.

Sponsors of the showing were first, the National Council of Churches of Christ in the U.S.A.; second, the National Board of the YWCA; third, the Bishops Committee for Migrant Workers; fourth, the American Federation of Labor and Congress of Industrial Organizations; fifth the National Child Labor Committee.

I ask unanimous consent that these documents be printed in the RECORD at the end of my remarks so that Senators may have all of the available evidence before them in evaluating this matter. So far as the controversy on the film itself is concerned, I believe all of the specific pros and cons will be found in these documents.

The PRESIDING OFFICER. Is there objection to the request of the Senator from New Jersey? The Chair hears none, and it is so ordered.

(See exhibit 1).

Mr. WILLIAMS of New Jersey. Mr. President, I believe it is most unfortunate that "Harvest of Shame" has given rise to such a difference of opinion about some of the facts cited in the film. My own reaction is that the program served a definite purpose. It helped many Americans to realize that there are serious problems in this area and that something should be done about them. If there is disagreement about the method of presentation used in "Harvest of Same," I can only hope that this disagreement will not cause us to forget the problems and concentrate on the disagreement. The important fact is that approximately 2 million of our fellow citizens are faced with critical problems which call for action by all levels of government. Growers, workers, and the public have a common interest in helping to solve these problems.

MIGRANT CHILDREN

One of the most serious parts of this problem, perhaps the most serious of all in the long run, concerns the children of migratory workers. Their education opportunities are grossly inadequate. Health services and other welfare aids are available to them only in isolated cases.

Since the question of education of migrant children has already been mentioned in this discussion, let us turn to that first. The problem here, as stated by the Department of Health, Education, and Welfare, in a May 6, 1960, legislative report to the Committee on Labor and Public Welfare, is this:

> Unquestionably, the children of migrant agricultural workers, as a group, have fewer educational opportunities than any other group of children in our society. There are many factors contributing to this situation, including the need for school-age children to tend younger children, the employment of very young children in migratory families, and the disruptive effects of a migratory life. Of lesser importance, generally, is the resistance by communities to school attendance of the migrants. Despite growing concern and action, on the part of State and local educational agencies and both private and public organizations, to improve the educational opportunities of these children, the education of most migrant children does not meet even minimum requirements for effective citizenship.

Unfortunately, the report then went on to say that the Federal Government had no direct part to play in this matter. May I add, though, Mr. President, that the bill opposed by the Department of Health, Education, and Welfare in May, 1960, will be reintroduced next week, and I am hopeful that the concluding paragraph of the report will recognize the Federal role when it is submitted this year. So much for what has been done, or rather what has not been done at the Federal level.

Let us look now at the situation at the State and local level, as described by the school administrators and teachers who have to face this problem each year.

Here is what we heard from witnesses in the Florida hearings.

Miss Elizabeth Sutton, speaking, on behalf of the Palm Beach County school system, in our hearings at Clewiston, Fla., in May, 1960, told us about two children who, at 7 and 8 years of age had just enrolled in school for the first time. They were starting their school careers already 1 and 2 years behind their normal age group, with very little chance of ever catching up. Miss Sutton also said that it was not unusual to find a 13- or 14-year-old boy who cannot read at a first grade level.

Another Florida educator, Mr. Frank Warriner, supervising principal of the Immokalee Schools, gave strong support to the education bills then under consideration. He testified that the seasonal labor needs of his area resulted in the enrollment of about 500 migrant children each year. This amounted to a 100-percent increase in enrollment in that particular school while the migrants were there.

Mr. Emmett Roberts, a member of the Florida House of Representatives, testified to like effect. Mr. Roberts is known to the distinguished senior Senator from Florida [Mr. HOLLAND], I am sure, not only as an outstanding member of the Florida House of Representatives, but also as the chairman of Florida's Interagency Committee on Migratory Agricultural Labor. Mr. Roberts said this:

> I also support the bills on educational aid to the migrants. I support our State department of education's recommendations in this field. Much good can be accomplished in the adult program if directed to educating the head of the family to have a better appreciation and responsibility toward his family and employer. I do know, and it has been remarked to me, that very few places in the country have indicated the interest in the migrant child as has this area.
>
> I am particularly interested in the adult vocational education bill. I see tremendous benefits coming from that, particularly if directed toward teaching the adult more appreciation and responsibility toward his employer and family, as I stated before.

The evidence given by our Florida witnesses is typical of what we have heard throughout the country. People who know and understand this problem—that is, those who are working and struggling with it year in and year out—tell us that the State and local effort, as great as it has been in some respects, cannot begin to make a dent in the overall problem.

Mr. Roberts, Miss Sutton, Mr. Warriner, and others like them in Florida, are the persons I had in mind when I said in a May 1960, address in Boston:

> In Florida, to even a greater degree than we had found in many other States, we found many people who do not believe in limiting their vision. They are concerned.

The Roberts, Suttons, and Warriners that we have visited in other parts of the country are concerned also, for the problem is big enough for all of us to be concerned.

There is room for concern about such basic matters as the health and safety of migrant children. Anyone who cares to take a trip down a side road during harvesttime can find children being taken to the fields with their parents. They remain there all day. Sometimes they are left in cars or trucks for considerable periods of time. We have found them playing and sleeping in or near these vehicles.

These conditions persist despite the remarkable efforts made by growers, national voluntary organizations, and some State welfare or health agencies. A Department of Health, Education, and Welfare study, released less than 2 months ago, took note of these efforts and also noted that there is an increasing public awareness and concern about this general problem. But the report then went on to say:

> Nevertheless, much too little has yet been done. The plight of migrant families as a whole is one of endless and, for far too many, hopeless struggle against insurmountable odds. Year after year, they are unable to achieve even the bare minimum income, housing, education, and health and welfare services necessary for wholesome family life. As a result, the childern are trapped in a vicious circle of unending poverty and rootlessness which prevent their having or taking advantage of opportunities for a better way of life.
>
> The conditions under which migrants and their families live are conditions which we as a Nation must take steps to improve.

The study from which I have quoted was prepared in response to a request by the Senate Appropriations Committee during the 86th Congress. The study's recommendations for action on these problems will, I am sure, receive careful, sympathetic consideration from the committee.

I am happy to yield to my friend, the senior Senator from Florida, before developing aspects of the health problems of the migrant farmer and his family.

Mr. HOLLAND. Mr. President, I thank my distinguished friend from New Jersey. First, I wish to compliment him upon his restraint and the factual way in which he is dealing with this subject. The Senator from New Jersey realizes, of course, that the Senator from Florida, in his earlier appearance on this subject, dealt with specific statements, which he felt were clear misrepresentations, which were contained within the wording and the substance of the telecast "Harvest of Shame."

Mr. WILLIAMS of New Jersey. I Would not say at this point that I have dealt particularly with the pros and cons of the film "Harvest of Shame." I thought the record would pretty much speak for itself, and I put the analysis of the Farm Bureau, together with a reply of the CBS, in the RECORD, and it will follow our colloquy and my remarks here today.

Mr. HOLLAND. I believe that is exceedingly fair, and I compliment the distinguished Senator upon his doing so. I also appreciate his reading into the RECORD what I had stated in the RECORD heretofore about the compliment which he had paid to our State with reference to its approach to the migrant labor problem in his speech at Boston, Mass. I believe he had made similar statements at Fresno, Calif., and at other points. I think I mentioned three in my speech, and I had in mind two others. One of my purposes in quoting them was to show that I recognize that the distinguished Senator from New Jersey has been fair in his approach and restraint. I believe he is now continuing in that path, upon which I compliment him, and, of course, I appreciate his kind comment with reference to me.

I should like, however, to draw his attention to the fact that the things I complained about were, I felt, distinct misrepresentations applicable to my State, reflecting discreditably upon a wonderful people in my State. Upon this question of education I would like to read from the CONGRESSIONAL RECORD, issue of February 6, 1961, at page 1669, my first quoted misrepresentation from the telecast:

> Approximately 1 out of every 500 children whose parents are still migrant laborers, finishes grade school. Approximately, 1 of every 5,000 ever finishes high school. And there is no case upon the record of the child of a migrant laborer ever receiving a college diploma.

I wish to ask my distinguished friend if he regards that statement as a friendly, factual, restrained statement of the kind which he has been making in his able presentation or, instead, as an extravagant overstatement of what is admittedly a serious problem in the field of education?

Mr. WILLIAMS of New Jersey. The statement which appeared in the telecast was that there was no record of college graduates of migrant farm families. CBS did not have a record of such. We do have information with respect to young people from migrant farm families who have been graduates of colleges.

Mr. HOLLAND. I thank my distinguished friend. May I ask if my friend has read my statement to which I have alluded?

Mr. WILLIAMS of New Jersey. I have read it.

Mr. HOLLAND. If he has, he has noted, upon the finest kind of authority, that of Mrs. Ruth Wedgworth of Belle Glade, Fla., herself a highly educated woman originally from Michigan, that I gave the names of 11 college graduates in that small area of our State alone who were children of migrants.

The Senator found such to be the case, did he not?

Mr. WILLIAMS of New Jersey. The Senator is correct.

Mr. HOLLAND. Does the Senator think that reflects in any way creditably upon those who authored the telecast in view of their statement:

> And there is no case upon the record of the child of a migrant laborer ever receiving a college diploma.

Mr. WILLIAMS of New Jersey. I have indicated that, having searched for evidence, we have found some. The point is, of course, that in relative or proportionate terms, the proportions run overwhelming against the youngsters of migrant farmworkers.

Mr. HOLLAND. I thank my distinguished friend. In other words, if I may make my own interpretation, which may

be erroneous, I think my distinguished friend has indicated that he could not at all approve the extravagant propaganda which was used in the telecast from which I quoted.

Mr. WILLIAMS of New Jersey. I will say to my friend from Florida that it is my purpose here to deal with the substance of problems facing the migrant farm family, and not to engage in an adjectival contest with respect to the CBS film, which I am not here to applaud or defend particularly. I see great benefit in the film. I believe unfortunately it has gotten us into too much tension, too, through its lack of objectivity, and has gotten us away from the substance of the problem of dealing with health, education, and welfare. I know my friend from Florida will agree with me that migratory farmworkers are pretty much at the bottom of the social and economic ladder in our country. I indicated in my prepared remarks that I had found considerable benefit from the film, from the viewpoint of awakening the conscience of people who did not even know that the fruits and vegetables that they consumed were picked by migrant farm families. They had never even heard of a migrant farm family.

Mr. HOLLAND. If the Senator will yield further, if I heard his statement of a moment ago correctly, he indicated that almost 2 million people were involved in this problem.

Mr. WILLIAMS of New Jersey. That is the figure I stated. The figure, of course, cannot be precise. I tried to be conservative in the statistical elements in this field.

Mr. HOLLAND. Mr. President, if the Senator will yield——

Mr. WILLIAMS of New Jersey. I yield.

Mr. HOLLAND. I call his attention to the reprint from the document issued by the U.S. Department of Labor under the title "Farm Labor Market Developments," under which it appears that the largest number of migrant domestic workers in agriculture in any part of the year covered by that compilation, which was the 12-month period November 1959 through October 1960, was 293,000 and not 2 million, and that appears in the last column of the compilation taken from the Department of Labor's report on this subject.

More than a million seasonal farmworkers are shown to have served in the months of largest employment, which I think would fairly reflect the 2 million or more total farmworkers and their families. But as the Senator will observe, the larger portion of them were not migrants; the larger portion were settled people, and the two columns that might come under the head of "Migrants" are, first, the column of domestic migrants, which is the last column in the compilation from which I have just read the figure, and migrants who are not domestic workers, which would include both Mexicans and offshore laborers, and some from Canada, I believe, along the Canadian border, which are included in the second column.

So the Senator from Florida is simply trying to deal with complete accuracy, if he can, and to invite his friend to explore from the same point of view the bulletin listing and compiling the numbers of farmworkers throughout the year from November 1, 1959, through October 31, 1960, and breaking them down into the various classifications, of which only the domestic migrants and the nondomestic migrants are the actual workers who would come within the group covered by the present discussion, if the Senator from Florida correctly understands the situation.

Mr. WILLIAMS of New Jersey. The junior Senator from New Jersey will always stand corrected if, after further analysis, a correction should be made. If after such further analysis we find that our working figure is not accurate, I shall be the first to correct it. I would say that in the big growing season in my State of New Jersey there are 25,000 workers engaged in that labor. That is 10 percent of the figure that the Senator from Florida has stated. We are not precise in that figure. We cannot be. If an error appears in this figure we will be the first to correct the error.

Mr. HOLLAND. I am sure that that is exactly true. I have always found the distinguished Senator from New Jersey not only completely fair, completely factual, and completely proper in his approach, but also generous in this matter that we have had up for discussion.

The point I wished to bring out at this stage is that the Department of Labor, charged with the duty of exploring this question and furnishing figures, had furnished the compilation to which I have referred and from which I have read into the RECORD. It shows the largest number of migrant workers to be employed by agriculture in any 1 month to have been October 1960. I believe it would be fair to comment at this point that the Department of Labor, which has not shown any overly friendly feeling toward agriculture throughout the whole handling of the question, can be relied upon not to have understated the size of this question in listing the number of migratory workers.

Mr. WILLIAMS of New Jersey. If the Senator from Florida will permit me to make this comment I should like to say that with respect to the reliability of the figures in this field, I am sure the Department of Labor would not report migrant workers who are working illegally, because they would not allow them to work. In our limited hearings and field trips we found illegal workers. Those workers certainly would not be included in the figures. We also found that social security is one bit of our social protection that is afforded to working people who work as migrant workers. However, we looked and looked to find workers who actually had a withholding under social security.

Mr. HOLLAND. I am sure that there is a possibility of error. However, I appreciate the willingness of the Senator from New Jersey to explore again his figures and to explore also the figures listed by the Department of Agriculture and the sources from which they were compiled, so that we may come nearer to a common viewpoint in this matter.

So far as the question if illegal migrants is concerned, I assume the Senator is referring there to the so-called braceros.

Mr. WILLIAMS of New Jersey. No. I was referring to young people who are working during school periods.

Mr. HOLLAND. In the State of Florida we do not avail ourselves of Mexican workers, as the Senator knows. Rather, we avail ourselves of workers who come from the British West Indies and the Bahamas, so far as workers from outside the United States are concerned. These workers come into our country under a very strict arrangement that has been worked out. I have been to Nassau, as I said to the distinguished Senator, and there noted the means of selection employed to select the group of proposed workers from whom the employers on the mainland can select the men whom they wish to hire.

The distinguished Governor of the Bahamas has told me that the matter was of very great importance to them. At that time he said that the number of American dollars available to the Bahamas coming from the employment of some thousands of their people who were sent to Florida and later to other areas up the coast comprised the biggest source of American dollars available to them except the dollars that are made available to them through tourism. To them it was a very vital matter.

If there has been illegality in connection with that whole group, the Senator from Florida is unaware of it, because he has noted the interest of the colonial government both at the time of the selection, before the workers are allowed to come over, and during the time they are here. The colonial government has sent inspectors over to the mainland to check on the housing, to check on the food, to check on the medical expenses, and to check on the rate of pay, and on all the other things which would be of importance to them. The Senator from Florida has not heard of any difficulty in that field.

Mr. WILLIAMS of New Jersey. I had no reference to offshore labor at all. I referred purely to American families and their children. The illegality I referred to was the illegal use of children in the fields during school periods, and the failure to withhold under social security.

Mr. HOLLAND. I thank my distinguished friend. I wish to call his attention to the fact that the script of the telecast was not as careful on this subject, because Mr. Murrow at the third column, page 1106 of the RECORD of January 23, is quoted as saying:

> Hundreds of thousands of Mexican braceros and thousands of offshore laborers from the Caribbean area, hired by contract, depress the wage scale of the domestic migrant.

I know that the workers who come from the Caribbean areas have come in under contract and are paid as much as the domestic workers are paid, whether migrant or resident workers. Does the

Senator from New Jersey know that from his own knowledge?

Mr. WILLIAMS of New Jersey. I appreciate that these workers do come in under strict contract, in an orderly manner. However, I would say to the senior Senator from Florida that he was most gracious at the end of the last session, when the question of the importation of offshore labor came up on the floor of the Senate, in connection with an extension of Public Law 78, to assure the Senate that there would be complete consideration of all the facts and aspects of importing offshore labor, and we look forward to those considerations in the committee.

Mr. HOLLAND. We will be very happy to have that looked into, because I am very frank to say that I believe the colonial authorities in the British West Indies and in the Bahamas do a very splendid job in making sure that their people, when selected to do a good job, also receive the top price, receive the best quality of housing and food and medical attention. There is no question of education, of course, as the Senator knows.

Mr. WILLIAMS of New Jersey. I recognize that fact. Every day that I eat celery I think with gratitude of the Bahamans who chopped and cut the celery in the Okeechobee area of Florida.

Mr. HOLLAND. I thank my distinguished colleague from New Jersey.

Mr. WILLIAMS of New Jersey. We were treated with the utmost graciousness and friendship by the people who helped us in Florida. They made us feel at home, and their cooperation was complete.

Mr. HOLLAND. I thank the Senator from New Jersey. Mr. Roberts, to whom the Senator has referred, Mrs. Wedgworth, to whom I have referred before, and others in the Belle Glade area have told me of the very kind comments of the Senator from New Jersey while he was in Florida, and of the exceedingly fine attitude which he manifested toward everything he saw there. As I recall, they told me that some excellent pictures had been taken, pictures which they wished had been included in the Harvest of Shame telecast, when the distinguished Senator visited some really good housing in the neighborhood of Canal Point, Belle Glade, South Bay, and Pahokee, and showed his fondness for some of the children who were there, and also some of the children attending school at the time.

From everything I have heard, the distinguished Senator from New Jersey was a splendid representative of the U.S. Senate when he visited Florida. I hope he will come back often.

Mr. WILLIAMS of New Jersey. I am grateful to the Senator for his gracious remarks.

Mr. HOLLAND. I believe those are the comments I wished to make with reference to education. I hope I may have the Senator's gracious indulgence again, if the occasion should arise, as he proceeds to the next part of his remarks.

Mr. WILLIAMS of New Jersey. I shall welcome further discussion on the part of my friend from Florida. I am grateful for his participation in this discussion.

HEALTH

In health, too, we find an equally serious situation, again because the constant interstate movement of these migrant families places them outside of those services available to other citizens. Even though the conditions under which they work and live are such that their needs for medical care are generally greater than normal, and even though their poor health conditions frequently pose a real health hazard to communities through which they travel, their health needs are far from being met.

In Hale County, Tex., a vast immunization program is currently in progress to bring under control an epidemic of diphtheria which was set off by seven cases among families identified as migrants. A February 1961 report to the Public Health Service indicated that the number of cases has now risen to 72, of which 29 are among families in migrant labor housing, and 43 are among permanent residents. As we discuss this matter on the Senate floor today, the 37,000 residents of Hale County are fighting an expensive battle against this contagious disease—a disease to which they were needlessly and unnecessarily exposed.

Similar situations have occurred in the past and will continue to occur until we make available to migrant farmworkers the simple type of preventive medical care considered standard and necessary for most of our other citizens. We know they will continue to occur, but the fact of the matter is that recent studies show no increase in preventive health treatment for migrants. A 1957 report of the health of migrants in Idaho indicated that "practically none" of the children had received any immunization against diphtheria, whooping cough, and tetanus. Similar findings are reported from Texas, Illinois, and California.

These poor health conditions among migrant families produce not only physical pain for themselves; they produce fiscal pain, too—fiscal pain and damage to the communities which they visit.

In May of 1960 John M. Shaw, administrator of the Naples Community Hospital in Naples, Fla., testified before our subcommittee. He stated that his hospital's income is primarily dependent on payments of bills by patients. Its deficits are made up by donations from interested citizens within the community. The extent of the burden which is therefore placed on those citizens is made clear in the summary of his report on page 996 of the hearings. Let me quote from that report:

> The migrants represent 2 percent of total admissions. Migrants represent 21 percent of the total writeoff of Naples Community Hospital. The collection rate for physicians of the Naples area from inpatient migrants is 0.039 percent.

In conclusion he states:

> Since Naples Community Hospital is the only hospital in the county and already has a terrific problem with the resident indigents of Collier County, the added burden of the migrant is becoming too much of a burden for this small hospital to bear. It is conceivable that should this problem continue to intensify, Naples Community Hospital may be forced to close its doors.

Mr. CLARK. Mr. President, will the Senator from New Jersey yield?

Mr. WILLIAMS of New Jersey. I am glad to yield.

Mr. CLARK. I wish to commend the distinguished Senator from New Jersey for the leadership which he has taken in the field of protecting migratory labor from the grave abuses which it now suffers. During the period since he came to the Senate early in 1959, the interest of the Senator from New Jersey in this area has been an inspiration to me and, I feel certain, to many more Senators.

I should like to ask him if he will permit me to request unanimous consent to have printed at the end of his remarks a letter directed to me by William L. Batt, Jr., chairman of the committee on migratory labor created by Gov. David L. Lawrence, of Pennsylvania, and a speech made by Mr. Batt at the National Study Conference on the Church and Migratory Labor, sponsored by the National Council of the Churches of Christ, Division of Home Missions, at the Sheraton-Park Hotel, Washington, D.C., on November 17, 1960. The letter and speech indicate the grave concern felt by the administration of Governor Lawrence for this problem which the Senator from New Jersey has brought to the attention of Congress.

The PRESIDING OFFICER. Without objection, it is so ordered.

(See exhibit 2.)

Mr. CLARK. Mr. President, I should like to reiterate my strong support for the efforts being made by the distinguished junior Senator from New Jersey.

Mr. WILLIAMS of New Jersey. Mr. President, I am grateful for the remarks of the Senator from Pennsylvania, and grateful, too, for his support and help in this effort. I may say, too, that Governor Lawrence and Commissioner Batt have been very helpful to us on our visits to Pennsylvania, and have been quite pioneering in certain efforts to improve the lot of migrant families.

Another striking example of this fiscal pain was documented by the Senator from Florida [Mr. HOLLAND], during his remarks on February 6. The example, found at page 1670 of the CONGRESSIONAL RECORD, shows that—

> In 1958, the county welfare agency in West Palm Beach paid $943.80 to St. Mary's Hospital for the care of Katherine King, still living; and, additionally, over $1,000 in hospital and medical bills has been written off by the local hospital and doctors at Belle Glade, in connection with medical treatment afforded the King family over the last several years.

Mr. HOLLAND. Mr. President, will the Senator yield?

Mr. WILLIAMS of New Jersey. I am happy to yield.

Mr. HOLLAND. I am glad the Senator from New Jersey pointed out that fact, because it seems to the Senator from Florida that it rather conclusively

showed that instead of any inhuman or unsympathetic attitude on the part of the people of Florida toward the very large migrant families, of which the one mentioned by the Senator was one, they were paying rather generously to make certain that the migrant families received medical aid. I thank the distinguished Senator also for placing in the RECORD what he has just submitted with reference to the little hospital at Naples, because it indicates rather clearly that the citizens there were underwriting the deficit caused, a large part of it, by ministering to the ailments and illnesses of migrants or their children; and it indicated that the migrants were freely accepted and shown every consideration. At least, there was nothing which would tend to show to the contrary. I believe that has been the fact in all Florida communities.

Mr. WILLIAMS of New Jersey. That has been the fact. Unfortunately, it has brought the Naples Hospital to an acute fiscal situation. It is our feeling that if the regular health activities at governmental level are supplied to migrant families up and down the streams of travel, there will be more opportunity to prevent the kinds of illnesses which will cause fiscal pain to the communities I have referred to. I indicated that the migrants are not getting immunization treatment. We say they are not getting much of the other general health services which might make it easier for the communities to assist them.

Mr. HOLLAND. I suspect, with reference to Idaho, that when the Senator quoted the figure covering those not receiving immunization, he was probably talking about Mexican children. In the case of our own migrants, children are generally accepted in all schools of which I have any knowledge. None are turned away. Thousands of them receive schooling every year. One of the conditions is the very immunization to which the Senator has referred.

Mr. WILLIAMS of New Jersey. I certainly hope that the picture is as hopeful in Florida as the Senator from Florida indicates. I know from personal experience that in other States it is not at all hopeful to that degree.

It is our hope that we will, as a matter of fact, have suggestions for help in migrant health problems within the very near future. Our studies show that the existing facilities of the public health service are adequate to do what is needed here. With slightly better planning and modest amounts in Federal grants, these conditions can be greatly improved.

LOW INCOME

The low income of migrant adults is, of course, one of the major factors underlying all other problems of the migrant-worker families. While the question of income involves many complex questions—too many, indeed, for complete discussion here, today—I wish to cite some of the most pertinent facts. In 1959, the average migrant farm worker had only 119 days of farm employment. For these 119 days of farm work he received $719 of farm wages. For his entire work year—that is, for all work performed, including nonfarm work—his annual income was only $911.

While it is true that many farm workers are housewives or children, it is still true that the combined income of husbands, housewives, and children is not sufficient to support most of these families at a level of health, comfort, and decency. And while it is true that the overall problems of agriculture are many, complex, and not easy to solve, we must, nevertheless, find ways and means to provide to our farm workers an adequate, living wage.

HOUSING

The farmer also has serious difficulties which arise from his seasonal needs for agricultural workers. I am referring now to the farmer's problem in providing short term, temporary housing for his workers. His farming situation requires housing during his harvest period, which sometimes means housing for 50 to 100 people for only 4 to 6 weeks.

Obviously, housing of this kind is not an attractive risk for private lending institutions. Therefore, the farmer must finance this housing out of his profits, or else mortgage his entire farm and equipment for a minor part of his overall operation.

Why cannot Federal housing aids be made applicable to this problem? We of the subcommittee think they can. In fact, we have taken evidence on a bill which would provide Government guarantees for commercial loans and low-interest direct loans where commercial loans are not feasible. The value and the need for this kind of legislation are recognized, I believe, by the vast majority of farmers involved in this problem. Mr. Abney Cox, a prominent Florida grower, had this to say about such housing legislation:

> We, in Dade County, feel that we have some of the best camps in the United States and that Florida, generally, is well above average for camps. But to keep pace with this progress we continually have to spend money to keep these camps up to date as far as the code is concerned, and that is where this type bill will materially help the farmer, particularly in years such as we have experienced during the last four.

I believe that Mr. Cox was referring there to the hardships caused by the freezing weather and the other difficulties they have experienced.

He continued, as follows:

> You will notice that Mr. Frederick and I are the only people who have testified so far that have no coat and tie on. We have not only lost our shirts, we have lost our coats and ties, as well.

Mr. Cox, I may note in passing, also gave strong support to the education bills for migrant workers and their children. I may say this is one area in the entire country that has failed to receive some attention under the whole, massive tent of a Federal program to suport private housing in the United States.

Mr. HOLLAND. Mr. President, will the Senator from New Jersey yield?

The PRESIDING OFFICER (Mr. BURDICK in the chair). Does the Senator from New Jersey yield to the Senator from Florida?

Mr. WILLIAMS of New Jersey. I am happy to yield.

Mr. HOLLAND. The Senator from New Jersey has referred to the testimony given by Mr. Cox, who, in turn, stated that his buildings had to be kept up in accordance with the code. Of course the Senator from New Jersey understands that Mr. Cox was referring to the code provided by the laws of the State of Florida, does he not?

Mr. WILLIAMS of New Jersey. I certainly do.

Mr. HOLLAND. Under that code, the board of health has to certify as to the adequacy of all housing, before migrant families can be placed in it.

Although I did not attend that hearing, I am sure that Mr. Cox was referring to that requirement, when he referred to the necessity of keeping up this housing in accordance with the code.

Of course the Senator from New Jersey is familiar with the fact that Florida has rather rigid housing requirements, as a matter of State law, is he not?

Mr. WILLIAMS of New Jersey. Yes, I am. I believe there is some problem with enforcing the code, because of inadequacy of staff with which to enforce it.

Mr. HOLLAND. That is not subject to the agriculturists, but is placed under the State board of health, is it not?

Mr. WILLIAMS of New Jersey. I believe so.

Mr. HOLLAND. The quarters for occupancy by the migrants have to be certified as adequate by the State board of health, before they can be so used. Is not that correct?

Mr. WILLIAMS of New Jersey. Yes, I so understand.

Mr. HOLLAND. The Senator from New Jersey favors legislation of that type, does he not?

Mr. WILLIAMS of New Jersey. I certainly do. I know that in New Jersey we are pursuing a similar program of State regulation, and I hope we shall continue our efforts to have a proper code of enforcement.

Mr. HOLLAND. I thank the Senator from New Jersey.

CONCLUSION

Mr. WILLIAMS of New Jersey. Mr. President, our hearings have proven to me two things: that many persons in many States are keenly aware of the the difficulties and occasional injustices faced by the migrant; and that, despite very sincere efforts made by those individuals, the problems will persist unless Federal action is fashioned to supplement local action.

It is unfortunate, therefore, that some individuals and groups feel that they have been singled out for special criticism or blame. They are, after all, faced with a seasonal, imported problem which is not completely of their making. When a school administrator in Florida does his level best to adjust his school schedules so that visiting youngsters can receive some education, at least, for a few weeks or so, he is going out of his way to help solve a problem that is inter-

state in scope. When a welfare director in California or Michigan or New York puts in extra hours to help prevent hardship or illness in the camp that houses migratory workers for a month or more, out of the 12 months in the year, he, too, is making his contribution to a solution of a national problem. And when, in New Jersey, State officials work closely, each year, with the migratory worker and the grower, to improve their statewide program, we can expect significant progress.

In short, many persons are working overtime; many persons are expressing their compassion through deeds; many meetings are held and many speeches are made. But the time for eloquent commiseration has passed. The time for a national program, for a national effort, is here. In this story, there are no villians, although there are many unsung workers and occasional heroes. As I have said before, our problem is mutual. Why not take mutual steps to deal with it?

Mr. President, I yield the floor.

EXHIBIT 1

ANALYSIS OF "THE HARVEST OF SHAME"

(A CBS TV production by Ed Murrow and Fred Friendly, broadcast November 25, 1960)

1. Throughout the Murrow-Friendly production, the term "migratory labor" is used as though it included local labor, or that the term was synonymous with total farm labor. Actually domestic migratory labor is only about one-ninth of the total hired farm labor force. An additional one-ninth consists of Mexican and other foreign workers.

2. The television production fails to give credit for the progress that has been made in recent years, the improvement in housing, the enactment of State legislation of various kinds, the efforts of local authorities, the upward trend in farm wage rates, and other factors. To fail to recognize these improvements gives a distorted picture.

3. The opening scene is of a shape up for migrant workers in Florida, with the comment that "This is the way the humans who harvest the food for the best fed people in the world get hired. One farmer looked at this and said, 'We used to own our slaves. Now we just rent them.' "

In the first place, only a very small percentage of the people engaged in harvest farmwork are hired through this procedure, so this is not a typical situation.

In the second place, how else can people be hired under the circumstances involved in this particular situation; that is, where many farmers need workers for a few days, and many workers are looking for such employment. A more common and less prejudicial terms for this procedure is day haul. The U.S. Employment Service, cooperating with State employment services, have promoted this means of employing farm labor in many areas. In fact, the Department of Labor requires farmers to cooperate in day haul programs, wherever they are feasible, as a condition of eligibility for interstate recruitment of domestic workers and/or the employment of Mexican nationals.

If this is a slave labor practice, it is one that has been promoted for many years by the U.S. Department of Labor.

Quoting an unnamed person is a common propaganda trick used by persons who want to leave an inference, but want to avoid personal responsibility for its accuracy.

4. Early in the script appears the sentence, "It is the 1960 Grapes of Wrath that begins at the Mexican border in California and ends in Oregon and Washington."

The introduction of the "Grapes of Wrath" idea is obviously designed to create an unfavorable impression. The people depicted in "Grapes of Wrath" were homeless people from the Dust Bowl area seeking work of any kind at the bottom of the depression when there was no work available. Today's west coast migrant workers, on the other hand, are seeking work and finding it if they want to. The average wages paid farmworkers in the three States mentioned as of July 1, 1960, as reported by the U.S. Department of Agriculture in Farm Labor (LA 1(7–60)), are as follows:

Basis for wage payments	California	Oregon	Washington
Per month with house	$295.00	$246.00	$264.00
Per month with board and room	215.00	189.00	206.00
Per hour with house	1.14	1.15	1.21
Per hour without board and room	1.22	1.21	1.26
Composite rate per hour	1.182	1.162	1.213

These figures substantially understate real earnings for two principal reasons: (1) they are cash wages received only and do not include any valuation for prequisites provided, such as housing, meals, transportation, water, electricity, fuel, etc., and (2) no estimates are included of piece-rate earnings, although workers paid on a piecework basis commonly earn more than workers paid on an hourly basis.

5. The next sentence in the script reads, "It is the story of men and women and children who worked 136 days of the year and averaged $900 a year."

The statistics cited are from an annual report issued by the U.S. Department of Agriculture. If improperly used without explanation, as in this instance, they are grossly misleading. The total hired farm labor force varies from 900,000 in winter months to 2,800,000 during the late summer harvest season. The harvest labor force includes hundreds of thousands of local people, children, high school students, retired people, housewives, and others, who work a few weeks at harvest period, but who are not a permanent part of the farm labor force, and in most cases are only interested in temporary local employment. A substantial portion of the farm labor harvest force consists of small farmers who leave their farms for short periods to work in orchards or fields in nearby areas but who have no wish to work for extended periods. To lump all these various groups together and report the average number of days worked and money earned by such various categories of employees as though this was significant statistical information, without explanatory comment, is not honest reporting.

6. Part way through the script the narrator says, "From towns like this throughout Florida and throughout the South, the 2 to 3 millions move out on their annual migration which ends in late November. They carry with them whatever little they possess. * * *" And again near the end of the script Mr. Murrow asks: "* * * must the 2 to 3 million migrants who help feed their fellow Americans."

Not only is this grossly inaccurate, but the producers of the television program knew it was inaccurate. A CBS press release dated October 19, 1960, announcing the broadcast, made reference to "the estimated 3 million workers who migrate with America's ripening crops." On October 20, 1960, the press relations director of the American Farm Bureau Federation wrote Mr. David Lowe (who actually filmed the production and who had previously contacted us) to advise him that the number of migratory workers was far less than 3 million and provided him a reference for the factual situation.

Page 111 of the "Farm Labor Fact Book," published by the Department of Labor over the signature of Secretary of Labor Mitchell reports:

"Approximately 400,000 different individuals at some time of the year engage in migratory farmwork. This figure excludes some 150,000 migrants who travel with the migrant workers, and a roughly equivalent number who remain in the home base areas."

More recent and detailed data is reported monthly by the U.S. Department of Labor in "Farm Labor Market Developments," in which monthly estimates of the estimated employment and origin of seasonal hired agricultural workers are reported. Data for the latest 12-month period are as follows:

Employment of seasonal farm workers

[In thousands]

	Total seasonal farm labor employment	Foreign (mostly Mexican workers)	Domestic workers		
			Total	Local	Migrant
1959					
November	823	185	638	493	145
December	399	97	302	248	54
1960					
January	343	77	265	233	42
February	328	72	256	218	38
March	309	71	238	205	34
April	417	81	336	284	52
May	766	109	657	543	114
June	1,225	137	1,089	867	222
July	1,200	123	1,077	784	293
August	1,112	133	979	716	263
September	1,282	184	1,099	848	251
October	1,316	236	1,079	823	256

Thus, as shown in the final column, the highest number of domestic migratory workers employed in any month during this 12-month period was 293,000 in July 1960. At that time there may have been a few thousand more looking for work, but not more than that, because July is a peak harvest month in most areas during which almost all farmers growing crops with a high labor requirement are looking for workers.

This is a far cry from the "two to three millions" reported by Mr. Murrow.

Our letter to Mr. Lowe calling his attention to the error was acknowledged by telephone with a promise they would check their statistical data. The only apparent result of this protest was that the number was scaled down from "3 million" in the press release, to "two to three millions" in the Murrow-Friendly television production.

This is not honest reporting. The facts are available. The error was pointed out.

7. At one point the narrator questions a migrant: "How much did you earn?" The reply was $1." The presumption, although not clearly stated was that this was what the migrant had earned for a full day's work. Certainly, the uninformed viewer could reasonably suppose this was a normal situation. And in the opening scene a man seeking to get a crew of workers together is quoted as saying: "Over here—70 cents a day. We're paying today * * *."

The facts are quite different and are readily available. Farm labor wage data are reported in great detail by the U.S. Department of Agriculture. This data, for July 1,

1960 (presumably about the date when most of the pictures in "Harvest of Shame" were filmed) are as follows (from "Farm Labor": USDA July 11, 1960):

U.S. average wage rates paid by farmers as of July 1, 1960

Basis on which wages are paid:	
Per month with house	$200.00
Per month with board and room	149.00
Per week with board and room	36.75
Per week without board and room	47.50
Per day with house	5.30
Per day with board and room	6.90
Per day without board and room	6.50
Per hour with house	.92
Per hour without room or board	1.02
Composite rate per hour (calculated from above data)	.812

As indicated above in a different connection, the wage data shown are cash wages only, and are substantially understated because (1) they include no valuation for housing, room and board, meals, food, transportation, water electricity, fuel and other perquisites provided farm workers and (2) these official estimates do not include earnings of piece rate workers who commonly earn more per hour or day than workers employed on a time basis.

It certainly is misleading, and grossly so, to present what one woman said she made, and to fail to balance this with readily available average wage data from official sources.

Some of these wage rates may not be high compared with wages paid skilled industrial workers. But they are high in relation to what the farmer earns from employing them; accounting for the rapid adaption by farmers of new technology which is reducing migratory labor employment at a rapid rate.

It is also inadequate reporting to fail to note, whatever the situation relative to farm wage rates may be, that it is improving. Between 1950 and 1960 farm wage rates increased 47 percent according to reports of the U.S. Department of Agriculture, despite declining farm prices and incomes.

8. The woman worker who was presumed to earn $1 a day (as set forth in previous section) was apparently not working very hard. The minimum rate for picking beans (the work she was engaged in) in the area is 60 cents a hamper. Most workers will have little difficulty picking two hampers or more an hour.

The Murrow-Friendly production questioned the worker about her children, which she said she had not left in the nursery, because it would have cost her 85 cents and she said she, "Don't make enough to pay for it."

The picture failed to note that this worker's husband has a full-time permanent job and earns $83.50 a week (as reported by the Tampa Tribune of December 7, 1960).

9. The Murrow-Friendly production makes reference to the regulation of transportation of produce and cattle, and then goes on to say that "only six States have laws providing for the safe transportation of migrants within their borders." Secretary of Labor Mitchell comments on the number of serious accidents where "people have been killed purely because there is no interstate standard with regard to safety."

It is perhaps understandable that Secretary Mitchell should be misinformed in this respect, but it is inconceivable that the producers of "Harvest of Shame," having devoted 9 months to this subject, would not know of the existing regulations of the Interstate Commerce Commission relative to the transportation of workers by motor vehicle. This was authorized by legislation in 1956, and fairly comprehensive ICC regulations have been in effect for several years. To fail to mention this cardinal fact is certainly error by omission, and gives a distorted untrue picture of the situation. Incidentally, no agricultural organizations opposed the enactment of the legislation authorizing the issuance of such regulations.

10. The film shows overloaded trucks filled with farm workers. It fails to note that these are trucks hauling workers to nearby fields, leaving the viewer to suppose they are trucks heading for distant points. The trucks pictured would not be in compliance with ICC regulations for interstate travel.

11. At one point the film pictures an accident involving a truck in which 21 migrants were killed. This was an accident that occurred 3 years ago. Every form of transportation is subject to accidents. There is no evidence that injuries to migrant workers per mile traveled runs any higher than for other groups of travelers.

12. At various points in the script, the narrator interviews workers. These invariably turn out to be workers with large families. One has 9 children, one 14, another 5, another 8 or 9 girls, another 9.

It is a little hard to understand how it is possible to avoid a social problem when people who do not own their homes or have a permanent job have families as large as these. In any event it is a little hard to understand why some people think farmers are to blame for this situation—yet that is the implied inference running throughout Mr. Murrow's production.

13. In discussing the education of children of migrant workers, Mr. Murrow said, "There are 600,000 of them."

In testimony before a subcommittee of the Senate Education and Labor Committee on May 2, 1960, Mr. Ralph C. M. Flynt, Assistant Commissioner of the Office of Education said: "No accurate national figure of the total number of migrant children exists, but estimates range from 350,000 to 500,000."

A lower figure is indicated in the following quotation from Farm Labor Fact Book (pg. 111) by the U.S. Department of Labor: "Approximately 400,000 different individuals at some time of the year engage in migratory farm work. This figure excludes some 150,000 dependents who travel with the migrant workers."

In a paper dated September 4, 1959, entitled "Employment and Child Labor of Migrant Children" furnished us by the Office of Education, appears the following: "The Department of Agriculture estimates that in 1954 there were about 320,000 children under 18, dependent upon the earnings of migrant farm workers. Nearly half of these migrated with their families including about 100,000 children under 14."

Recognizing that a serious problem of education of migrant children exists, we see no valid purpose in exaggerating the size of the problem.

Incidentally, these official estimates relative to the number of migrant children, compared with correct data relative to the number of migrants, disclose that the film's portrayal of large migrant families is another factual distortion. Some migrant families may be large; but obviously most are not.

14. Mr. Murrow says that "The U.S. Office of Education reports that the migratory workers have the highest rate of illiteracy in this country. Approximately 1 out of every 500 children whose parents are still migrant workers finishes grade school. Approximately 1 out of every 5,000 ever finishes high school. And there is no case upon the record of the child of a migrant laborer ever receiving a college diploma." We have inquired of the Department of Education concerning the source of this information, without being able to find it. We have read a mass of reports furnished us by the Office of Education without finding anything to support these estimates. The Secretary of the President's Committee on Migratory Labor and the staff of the Senate Migratory Labor Subcommittee cannot advise us of the source of this information.

It should further be noted that the Friendly-Murray production fails, as usual, to reflect the major progress that has been made in this respect in recent years. Thus the "Report to the President on Domestic Migratory Farm Labor" of the President's Committee on Migratory Labor says (pp. 17–18) "There is a definite trend, particularly since 1954, of increased and sustained interest on the part of State departments of education, local school districts and communities, and private organizations to provide for the educational needs of migrants."

15. The script shows a number of views of derelict housing occupied by migrants. The producers must have sought far and wide to discover the most dilapidated housing they could find. The television production does not balance this showing of the worst housing with comparable presentation of relatively good housing provided farm workers in many areas; nor does it adequately reflect the fact that the provision of good housing for a period of a few weeks is a tremendous financial burden that farmers have sought to meet as best they can, and are meeting to an extent not made clear by the picture.

The improvements in migratory labor housing which have been and are being made are recognized by anyone at all close to the situation. To quote from one of numerous sources: the U.S. Department of Labor, in a publication entitled "This Is How 12 Camps for Migratory Workers in Agriculture are Operated" (BES No. F–171) comments in the preface, "The responsibility (for providing adequate housing) is being met with steady and progressive improvement in housing for migratory workers."

16. At one point, Mr. Murrow says that some migrants "have tried to leave the endless migratory stream. Wherever this happens, the local slum areas expand."

Actually, a substantial number of migratory workers settle down every year and become permanent residents of many communities, sometimes it is true, resulting in the creation of slum areas, but in most cases without adverse effect on the community. Migrants commonly become permanent farm employees, supervisors, and in many instances farmers, or find jobs outside agriculture.

The idea that the migrant is caught in a trap from which he cannot extricate himself successfully is fallacious. This may be true with some workers of limited capacity—but in general, the door is open and many use it. So far as finding permanent farm jobs, about the only absolute prerequisite, other than physical, is willingness.

17. The narrator asserts that the employment of Mexican and other foreign workers "depresses the wage scale of the domestic migrant." The use of the word "depresses" leaves the inference that farm wages are being driven down by the presence of these workers.

Nothing could be further from the truth. Farm wages, between 1950 and 1960 increased 47 percent, according to official reports of the U.S. Department of Agriculture, and farm wages in all areas increased by approximately the same percentage. This was during a period in which farm prices and farm incomes were declining.

18. At one point the narrator questions a minister about crew leaders. The minister said that the "grower pays them 45 cents to pick a crate of tomatoes and then they go around and pay the laborer 12 cents at the most."

Now it is quite true there are crew leaders who do not treat their workers fairly. It is also quite true that many farmers get blamed for the practices of crew leaders.

However, the facts stated are so wildly improbable, and even if true in a particular case so untypical, as to give credence to what we are confident is the case—that the producers of the show questioned many people, and carefully selected the most extreme adverse reactions and situations, and reported them in such manner as to mislead the viewer to suppose this was the usual situation.

19. Toward the end of the program the film portrayed a breadline scene, with the comment that "this happened in the United States in 1960, a line of humans waiting for a ration of canned goods, milk, and bread."

But Sam Mase, writing in the Tampa Tribune, said that two representatives of the sponsors, Philip Morris, Inc., sent to Florida to investigate complaints about the Murrow-Friendly production, "learned that the breadline of hungry migrants which appeared in the documentary was not a current situation, but represented instead a period several years ago when a big freeze destroyed most Florida vegetable crops; leaving migrants unemployed."

SUMMARY

In any television production proclaimed as a documentary, the public is entitled to expect the producers will set forth an unbiased factual presentation of the issue. In this case the producers failed to perform their elementary responsibility of honest reporting. This was a highly colored propaganda job. The public was misled as to the situation, and the public relations of farmers were irreparably damaged. The public and farmers have a right to expect of our television broadcasting companies a more objective presentation of any factual situation than was portrayed in "Harvest of Shame."

ACTION OF BOARD OF DIRECTORS OF THE AMERICAN FARM BUREAU FEDERATION, JANUARY 4, 1961

The broadcasting by the Columbia Broadcasting Corp. on November 25, 1960, of the Murrow-Friendly production "Harvest of Shame" constitutes a major failure of this network to exercise its responsibility for honest and factual reporting.

The Murrow-Friendly production contained numerous errors of fact and omission, and erroneous inferences based upon inaccurate and incomplete factual data.

Such highly colored propaganda is to be particularly condemned when it is billed as a "documentary," as in this instance. The public has a right to expect any television program so billed to be objective and factual.

The selection of extreme situations and reactions to support a point of view, culled from a large volume of pictures and interviews over a period of many months, is not a procedure consistent with the responsibility of the television industry to the public.

In a society in which television plays such a major role in creating public opinion and in influencing legislative action, honest and fair reporting by such media is imperative.

Rigged documentaries are a much more serious abuse of responsibility than rigged quiz programs, because of the important effect they may have on public opinion and legislative action.

We therefore wish to express our concern in this respect by transmittal of this resolution, together with a copy of a detailed analysis of the factual errors in the Murrow-Friendly production to the chairman of the Senate Subcommittee on Migratory Labor, the chairman of the House Committee on Interstate and Foreign Commerce, the chairman of the Senate Committee on Interstate and Foreign Commerce, the chairman of the House Committee on Agriculture, the chairman of the Senate Committee on Agriculture and Forestry, the president of the Columbia Broadcasting Corp., the Philip Morris Co. (sponsor of the program), the Chairman of the Federal Communications Commission and to other interested parties.

COLUMBIA BROADCASTING SYSTEM, INC.,
New York, N.Y., January 23, 1961.

MR. CHARLES B. SHUMAN,
President, American Farm Bureau Federation, Chicago, Ill.

DEAR MR. SHUMAN: This is in response to your two communications to CBS regarding the program, "Harvest of Shame," broadcast over the CBS Television Network on November 25, 1960. Your first letter of December 6, 1960, alleged that false statements were made in the program, two of which you cited, and requested that equal and corresponding time be afforded to reply to the false statements and to present the opposing point of view of the federation to the controversial legislative proposals set forth in the program. Your second letter, January 10, 1960, enclosed a copy of a resolution of the board of directors of the American Farm Bureau Federation, dated January 4, 1961, together with a so-called analysis which sets forth in greater detail the alleged factual inaccuracies in the program. (On December 29, 1960, CBS sent to your general counsel, at his request, a transcript of "Harvest of Shame," and offered to provide facilities in Chicago for viewing by him of a recording of the program.)

Your two letters, together with other letters received which are critical of the program, have been forwarded by management to the law department of the CBS Television Network for appraisal. This letter constitutes our review and appraisal of the criticisms voiced against "Harvest of Shame."

We had assumed from your December letter, in view of the express statement therein to that effect, that you desired to resolve the issues between us without attendant publication of the controversy. We find, however, from your January communication that this is no longer the case. We note that the January resolution and analysis have been transmitted to the Chairmen of the Senate Subcommittee on Migratory Labor, the House Committee on Interstate and Foreign Commerce, the Senate Committee on Interstate and Foreign Commerce, the House Committee on Agriculture, the Senate Committee on Agriculture and Forestry, and the Federal Communications Commission, and to other interested parties. In view of this changed course of action on your part, we are sending a copy of this letter to the same chairmen of the six Federal bodies. We should appreciate being advised the names of the other interested parties to whom you sent your January resolution and analysis so that we can forward copies of this letter to them. In addition, we shall send copies of this letter to others who wrote us and were critical of the program. Their objections, by and large, are the same as those voiced by you and are, accordingly, responded to in this letter.

As a further preliminary comment, we should like to note that CBS has received approximately 2,700 communications regarding "Harvest of Shame." Of these, approximately 160 are critical of the program. The remaining communications are all highly laudatory.

I

"Harvest of Shame" was a 1-hour news documentary produced under the sole supervision and control of CBS News. The sponsor of the program, Philip Morris, Inc., had no control over and, in fact, had nothing whatever to do with the content of the program. Indeed, the sponsor did not see the program before it went on the air. "Harvest of Shame" was one in the CBS News series entitled "CBS Reports," dealing with leading national and international issues and broadcast over the CBS Television Network. We do not need to belabor the point that "Harvest of Shame" addressed itself to a bonafide problem, national in scope. You are familiar, we are sure, with the multitude of articles on and surveys and studies of migratory farm labor and their families which have come from numerous State, Federal, and private organizations, extending over a period of many years. In your December letter you concede, as do almost all who have written us in a critical vein, that you "do not contend the migrant labor picture is entirely as we would like to see it." We, accordingly, can turn to the several points raised in your letter and the analysis confident that you and your board of directors, upon further reflection, will not believe "Harvest of Shame" was a "rigged documentary," creating a problem where one did not exist or was motivated by evil purposes.

II

We shall now consider the several items raised in your December letter and in the analysis in connection with the fairness of "Harvest of Shame."

1. THE "BREADLINE" EPISODE

In the analysis it is charged, by referencing an article allegedly appearing in a Florida newspaper, that the breadline of hungry migrants which was presented in the program as occurring in 1960 did not take place as represented "but represented instead a period several years ago when a big freeze destroyed most Florida vegetable crops, leaving migrants unemployed." This is a most serious charge, for if true, it would demonstrate that the integrity of the program was subject to the gravest question. The program spoke in terms of the present, and the legislative proposals referred to at the close of the program were purportedly for the amelioration of current distressed situations in which migratory farm laboring families find themselves. Your charge is also a serious charge if not true, for that would demonstrate not only the carelessness of those who make the charge but also subject their own allegations of unfairness to the gravest doubt of reliability.

What are the facts?

In the program Edward R. Murrow stated: "The migrant is at the mercy of the weather. This year in Florida there was a freeze, killing beans, tomatoes, celery, corn. Its byproduct was a breadline. Migratory farmworkers are not eligible for unemployment insurance. This happened in the United States in 1960, a line of humans waiting for a ration of tinned goods, milk and bread." (Picture of migrants in line waiting for rations.)

These are the facts: On January 29, 30, 31, and February 1, 1960, David Lowe, producer of "Harvest of Shame," and Peter Gabarini, his cameraman, were at Homestead, Fla., and shot the pictures of the migrant breadline at the National Guard Armory. Freezing weather in late January 1960 did substantial damage to the crops in south Florida. (Such freeze is not to be confused with the freeze winter of 1957–58.) Appeals for money, food, and clothing were made by several of the State and welfare bodies at this time. The breadlines continued for several weeks.

We have in hand newspaper articles appearing in the Miami News for the period in question which cover the plight of migrant families during this January-February 1960 period, including a news photograph published in that paper under date of February 8, 1960, which is substantially the same as appeared in one of the scenes on "Harvest of Shame." If you are interested in reading these articles, we shall be pleased to forward them to you so that you may be apprised of the 1960 freeze in Florida.

This charge in the analysis is without any foundation in and is contrary to fact.

2. THE LARGE FAMILIES OF MIGRANTS

The analysis notes that the interviews with migrant workers are of those that "invariably turn out to be workers with large families"—one has 9 children, one 14, another 8 or 9 girls, another 9. The analysis then states it is a little hard to understand how a social problem can be avoided when people who do not own their homes or have a permanent job have families as large as these. "In any event," it continues, "it is a little hard to understand why some people think farmers are to blame for this situation—yet that is the implied inference running through Mr. Murrow's production."

This is a somewhat startling charge. Nowhere in the program, expressedly or impliedly, was the large number of children in migrant families blamed on farmers. Nowhere in the program was it suggested, expressedly or impliedly, that farmers want large size migratory farm labor families because that assures a continuous supply of migrant laborers.

We reject this charge as completely unfounded.

3. THE $1-A-DAY EPISODE AND WAGES IN GENERAL

In your December letter you mentioned, as one of two cited instances of misrepresentation in "Harvest of Shame," the scene in which a woman migrant worker is interviewed. You said that Mr. Lowe questioned this worker who replied that she had earned $1 that day. That is true.

Your letter then alleged: "Never again is the subject of wages mentioned. The producers wanted to leave the $1-a-day impression—and they did." That is not true.

You will recall that the program opens with four hawkers chanting:

"FIRST HAWKER. Seventy over here. Over here—70 cents. All day talkin'.

"SECOND HAWKER. Over here—70 cents a day. We're paying today. We'll pay more and the longest hours. Seventy cents. Here we is today.

"THIRD HAWKER. Seventy cents today. Seventy cents—all day jumping. All you have to do is——

"FOURTH HAWKER. Eight cents a box and we guarantee you if you pull today and we pull what we got to pull today, you'll have $11 in your pocket."

Mr. Murrow then explains that this is a shape-up for migrant workers and that the hawkers are chanting the going piece rate at the various fields. The "70 cents" refers, as you must know, to the wage rate per hamper of beans. The "8 cents," of course, refers to the wage rate per box of corn. This scene does not leave, but rather negates, an impression of $1 a day.

Immediately following your first appearance on the program, Mr. Murrow introduces the scope of the program: "This is an American story that begins in Florida and ends in New Jersey and New York State with the harvest. It is a 1960 grapes of wrath, that begins at the Mexican border in California and ends in Oregon and Washington. It is the story of men and women and children who work 136 days of the year, and average $900 a year. They travel in buses. They ride trucks. They follow the sun."

The figures given—136 days, $900 a year—do not leave, but rather negate, an impression of $1 a day. Further, as was stated, these are average figures; there are some higher, there are some lower.

When we come to the episode involved, you fail to note the other questions on the program bearing on the $1-a-day matter:

"LOWE. How much did you earn?

"MRS. KING. A dollar.

"LOWE. One dollar?

"MRS. KING. That's right—$1.

"LOWE. Is that because the beans were of poor quality?

"MRS. KING. That's right.

"LOWE. Has this happened before?

"MRS. KING. That's right."

That does not leave a $1-a-day impression. Surely our viewers are aware that beans at other times and other places are of good quality, and that the migrant can, therefore, earn more than $1 a day.

Later, the scene shifts to an area near Kitty Hawk, N.C. Mr. Murrow comments that the workers pick beans there at the prevailing rate of 50 cents a hamper. That does not leave, but rather negates, a $1-a-day impression.

Later, in Reverend Cassidy's interview, he states that "the grower pays them 45 cents to pick a crate of tomatoes" and that the crew leader of whom he was speaking turned over to the migrant only 12 cents. That does not leave, but rather negates, an impression that the farmers pay $1 a day.

Later, in the scene of the strike meeting of cherry pickers, one of the migrants says: "You make $5 or $10 today and tomorrow you just alooking for a job and you stand on the street looking for a job."

That does not leave, but rather negates, an impression that the growers pay $1 a day.

The monthly wage figures quoted in the analysis for the three States of California, Oregon, and Washington, and for the U.S. average, as of July 1, 1960, are irrelevant. They are cited to counter the "Grapes of Wrath" characterization of the flow of migrants from the Mexican border to the three named States, and to counter, as the analysis states, the impression the uninformed viewer could reasonably suppose that $1 a day was a normal situation. The figures given are irrelevant for two reasons: First, the program did not state $1 a day was the normal situation (this we have shown above); second, the figures quoted in the analysis are on bases of per month, per week, per day, per hour, but do not suggest how many months or weeks or days or hours an average migrant works per year. The figure used on "Harvest of Shame" was an average of $900 a year. (See p. 4, "Report to the President on Domestic Migratory Farm Labor (1960)": "* * * the migrant earns an average of about $900 per year and lives a life that is characterized by exclusion.")

In short, your letter of December and the analysis seek to create a "strawman" issue of $1 a day. There is no $1 a day implication such as you and the analysis have suggested.

Finally, with respect to the $1 a day issue, the analysis notes that the woman interviewed had stated she had not put her four children in a nursery (she had left them at the Okeechobee labor camp) because she didn't make enough to pay the 85 cents (per day) charge for the nursery. The analysis then states the program failed to note her husband has a full-time permanent job and earns $83.50 a week—as alleged in a Florida newspaper.

The analysis fails to point out whether the husband had the permanent job at the time of the interview with the wife, whether, if he did, his employment record was such that each week he earned $83.50, whether he took home his net pay or spent it otherwise, and whether, indeed, the total family net pay was sufficient to pay 85 cents per day for care of their 4 children, all under the age of 10, while the mother was gone during the day.

4. HOW MANY MIGRANTS WAS "HARVEST OF SHAME" CONSIDERING?

In your December letter, as well as in the analysis, the accuracy of the "2 to 3 million" figure used on the program is questioned.

Your letter also states: "The same book 'Farm Labor Fact Book' also reports there are 450,000 foreign agricultural workers, but the CBS show made no pretense of covering that situation."

This assertion is squarely contradicted by the readily ascertainable facts. About halfway through the program, Mr. Murrow states: "Another complication of the migrant stream is the constant flow of foreign workers into the available pool of domestic workers. Hundreds of thousands of Mexican braceros and thousands of offshore laborers from the Caribbean area, hired by contract, depress the wage scale of the domestic migrant. This controversy is most bitter on the west coast."

There follows an interview with Mr. Woods, a marine combat veteran of the Pacific, who competes with the Mexican braceros. Yours is the only letter we have received which asserts "Harvest of Shame" did not include the foreign workers. Those who watched the program on the west coast did not miss our inclusion of foreign workers: several of them have taken issue with us regarding the statement that these foreign workers depress the wage scale of the domestic migrant.

In the "2 to 3 million" figure we included the migrant workers, domestic and foreign, their wives, their children. The program showed, among other things, families on buses, individual migrants with their families, migrant children at home and in a summer school.

The "2 to 3 million" figure was the result of Mr. Lowe's informed estimate as to the total number, based on a reading of numerous reports and discussions with educators and officials. It is an estimate, as is every comparable figure we have seen from other reliable sources.

At the time of the January 1960, freeze in south Florida, the area chief of farm labor recruiting for the Florida Employment Service, Mr. Bryant Page, is quoted as stating that there are some 3 million migrant workers and their dependents, divided into three main streams: one operates out of Texas, another from southern California and the third from south Florida.

Published reports we have examined and estimates from several groups, give totals for the number of domestic migrant workers, foreign migratory workers, dependent wives, and dependent children, ranging from approximately 1,725,000 to 1,975,000, plus unspecified numbers of wetbacks, intrastate workers, and day-hand workers.

It seems to us in view of the varying estimates we have found as to the total number of migrant workers, their wives and their children, and in view of the recognition that estimates are on the minimum side due to difficulties in securing an accurate census of these people, that the figure "two or three million" was a reasonable one.

5. THE MEXICAN BRACERO PROGRAM

Exception is taken in a number of communications we have received from the West Coast, as well as in the analysis, to the statement on the program that "hundreds of thousands of Mexican braceros and thousands of offshore laborers from the Caribbean area, hired by contract, depress the wage scale of the domestic migrant." (We note, in this connection, an inconsistency between the allegation in your December 1960 letter that the program made no pretense of covering foreign migratory labor, and the instant allegation regarding the effect of such foreign labor on the wage scale of domestic migrants.)

What seems to be overlooked in all the criticisms of this statement is that the law of supply and demand is at work in this area as well as in other sectors of the economy. It is estimated there are some 455,000 foreign workers brought into the United States each year (plus 20,000 from Puerto Rico) to supplement the Nation's seasonal farm labor force. The ratio of these to the variously estimated number of domestic migratory workers is extremely high. Surely, it stands to reason that the wage scale of the domestic migrant would rise substantially if the nondomestic pool of workers was not longer available to fill

the demand for migratory labor on the part of farmers and growers. We recognize that Public Law 78 provides that the Mexican nationals must be paid the prevailing wage rates for domestic workers doing the same type of work. But that the availability of such a large force of foreign workers has a depressing effect upon existing—and hence prevailing—wage rates cannot be controverted, for those rates are the result of the interplay of the existing demand for, and the existing supply of, laborers.

6. THE CREW LEADERS

The National Advisory Committee on Farm Labor states in a recent publication:

"Nearly everyone who has looked deeply into the migrant situation has found abuses by crew leaders whose job control and other powers were made even greater by the comparative ignorance of the workers. The latest of many reports is contained in a survey made by the Oregon Bureau of Labor for its legislative committee, though not done by the committee itself. In Malheur County, examples that were not merely isolated instances included: Payment of per capita travel expense by the employers' association with duplicate collection from migrants; arrangement for credit for the individual migrant on a percentage fee basis in handling contract for an independent farmer, as much as 50 percent markup in housing rental on the farmer's property; arrangements for tavern credit on a percentage fee basis from the proprietor who increases prices to pay the fee; use of the contractor's vehicles in the daily transportation of the workers at about $2.50 per capita weekly.

"The Pennsylvania annual report on migrant labor referred to problems engendered by the crew-leader system as a thing so well known as not to need amplification. New York found problems intensified by a one-third turnover from year to year in crew leaders, a proportion which, in other areas, is sometimes even greater."

The "Report to the President on Domestic Migratory Farm Labor" states: "Each year thousands of migrants, most of them in family units, secure their jobs and travel under the crew-leader system. While the system contributes significantly to our present-day agricultural economy, studies of migrant problems have indicated numerous forms of abuse by crew leaders, such as misrepresentation of wages and working conditions, excessive charges for services and commissionary items, collecting a percentage of the employees' earnings from both the farmers and the worker for the same services, etc. Further, some crew leaders, as employers under the Social Security Act, have failed to report and pay social security taxes on the covered wages of their employees. Because crew leaders often have no fixed places of business or residence, it is extremely difficult to remedy this situation."

In spite of what is a well recognized problem in the migratory labor picture, the analysis appears to contend that the crew leader problem is of small consequence. The analysis objects to that portion of "Harvest of Shame" in which a minister says, among other things, that the grower pays 45 cents to pick a crate of tomatoes and the crew leader turns around and pays the laborer only 12 cents. The analysis goes on to state:

"Now it is quite true there are crew leaders who do not treat their workers fairly. It is also quite true that many farmers get blamed for the practice of crew leaders. (No blame was placed on the farmers for the practices of crew leaders in "Harvest of Shame.") However, the facts stated are so wildly improbable, and even if true in a particular case so untypical, as to give credence to what we are confident is the case—that the producers of the show questioned many people, and carefully selected the most extreme adverse reactions and situations, and reported them in such manner as to mislead the viewer to suppose this was the usual situation."

From the two publications quoted above, it is quite clear there are many abuses indulged in by crew leaders which were not referred to on the program. The program referred to only one. It seems to us, contrary to the assertion of the analysis, that "Harvest of Shame" used considerable restraint in portraying the crew leader problem in view of the recognized abuses in the crew leader system.

7. TRANSPORTATION

The analysis finds fault in the presentation of the accident that occurred near Fayetteville, N.C., on June 6, 1957. The analysis states the accident occurred 3 years ago, that every form of transportation is subject to accidents, and there is no evidence that injuries to migratory workers runs higher than in any other group of travelers. The analysis seems to assume the accident near Fayetteville was almost routine and there is no cause for concern.

The writers of the analysis are in a minority in this matter. As the "Report to the President on Domestic Migratory Farm Labor" states, the Nation has been shocked for years by reports of accidents in which traveling migrants have lost their lives. "Public concern", the report continues, "reached its peak on June 6, 1957, when one of the worst such traffic accidents in the history of the Nation took place." This is a reference to the accident near Fayetteville. It was not until the same year that the Interstate Commerce Commission issued safety regulations governing the transportation of agricultural workers in privately owned trucks and buses. But the mere enactment of a law or a regulation accomplishes little unless that law or regulation is adequately enforced. Such regulations have not been adequately enforced. Enforcement of the regulations, the "Report to the President on Domestic Migratory Farm Labor" points out, has been and still is a problem because the Commission is not staffed adequately to make as many inspections of trucks carrying migratory workers as is necessary to insure compliance with the regulations. The producer of "Harvest of Shame" did know of the regulations of the Interstate Commerce Commission, but in light of the enforcement problems thereunder, it hardly seemed reasonable that the existence of such regulations was a cardinal fact, as suggested in the analysis, in the presentation of the migratory farm labor picture.

8. ILLITERACY OF MIGRATORY WORKERS

The analysis questions the source of the statements on "Harvest of Shame" that the migratory workers have the highest rate of illiteracy in the country; that approximately 1 out of every 500, whose parents are still migratory workers, finishes grade school; that approximately 1 out of every 5,000 ever finishes high school; and that there is no case on the record of a child of a migratory laborer ever receiving a college diploma.

The U.S. Office of Education "Report of Regional Conferences on Education of Migrant Children" (July 1952) states: "The migrant children have the lowest educational attainments of any group in the Nation. They enter school later, attend fewer days, show greatest retardation, achieve the least progress, drop out of school earliest, and constitute the largest single reservoir of illiterates."

Mr. Lowe's studies revealed no evidence of any change in the conclusions reached in the report since the date thereof. The figures given on the program are the result of research by Mr. Lowe and interviews with educators. Mr. Lowe was advised on January 19, 1961, that the U.S. Department of Labor has knowledge of two children of migrant workers who have received a college diploma.

If the American Farm Bureau Federation has other information relative to the state of illiteracy of migratory workers and their children which are not in accord with those presented, we shall be happy to receive and consider such evidence.

Contrary to the assertion in the analysis that the program failed to reflect the major progress that has been made with respect to education of migratory laborers' children, the program did note that six States have summer schools for migrants. A scene of the New Jersey School Center at Cranbury, N.J., was also shown. An interview is presented on the program between the teacher and the producer of the program. Furthermore, Senator HARRISON A. WILLIAMS, Jr., in his interview presented on the show, stated: "And we see in education some States who have taken great strides."

Although it is open to serious question whether the results of efforts by States in this matter constitute 'major progress," as asserted in the analysis, the program explicitly acknowledges that some progress is being made.

9. THE OVERALL FAIRNESS OF THE PROGRAM

The analysis, as well as a number of critical letters received, attack the fairness of the program in its presentation of housing, wages and education of migrants. It is claimed that the program failed to note the progress that has been made. It is claimed that the producers of the program picked out only the worst examples and generalized therefrom.

The facts are that the progress which has been made has been relatively minimal. Mr. Lowe spent over 9 months studying the migratory labor problems and preparing the program. He visited a number of the States. He read numerous reports which have been issued on the migratory farm labor situation. He interviewed countless people. He visited many labor camps in the States in which he traveled. His conclusion was that what progress has been made in this area has been small, that much remains to be done. His conclusion corresponds, we note, with that of the President's Committee on Migratory Labor which comments that modest progress has been made toward improving conditions for migratory workers but that much remains to be accomplished before the job is completed.

In "Harvest of Shame":

In discussing highway accidents, it is stated that six States have laws providing for the safe transportation of migrants within their borders.

In discussing education of the migrants' children, it is stated that most (not all) State child labor laws ignore farm children.

It is stated that six States have summer schools for migrants. The episode which follows is the scene of the New Jersey School Center, Cranbury, N.J., and this episode shows a good example of educational help for these children.

Senator WILLIAMS states: "And we see in education some States who have taken great strides."

Murrow states: "But the real problem is that there are many kinds of farmers and many kinds of crops. The big, mechanized grain and dairy farmers use little or no migrant labor. Some of the major canneries do pay fair wages and provide adequate housing. However, it must be stated that most of the fruit and vegetable farmers find it economically impossible to build good housing, like this (picture of good housing shown) to be used only 6 weeks a year."

Murrow states that the Sunshine State welcomes the migrants back: "Homestead, Immokalee, Pahokee, Belle Glade, and hundreds of other communities. This is home. New housing is available. (Picture shown.) The rent, $15 per room, per week."

"Harvest of Shame" was not a program devoted to migratory farm labor in a single State: California or New York or Idaho or Michigan or Florida or New Jersey or Texas. Rather, it was a bona fide endeavor to portray the situation on a national basis. On the basis of this broad scope of the program, its presentation was fair and balanced.

10. RESPONSIBILITY FOR PLIGHT OF THE MIGRANTS

A number of the communications we received complain that the program places responsibility for the plight of the migrant laborers upon the farmers. At several points in the program, persons interviewed do place, or appear to place, responsibility for the migrant laborer situation upon farmers. What has been failed to be noted by the writers of such letters, however, are the following items on the program, which place the responsibility elsewhere:

Mr. Shuman presents the argument (as many of the complaining letters do) that it is better to have the migrants, who are practically unemployable because of their capacity, earning some money, doing some productive work.

Migrant Roach's interview is noncomplaining of farmers; he states he has always worked and he has never been anywhere wher he could not get a little something to do.

Farmer Jones, in addition to saying that the migrants have a little gypsy in their blood, that they are happier than we are, that they are the happiest race of people on earth, goes on to say: "In other words, sometimes just like the farmer. Sometimes when things are good, when the yields are good and they can make good money, they make a good living, but take year in and year out from different seasons, different sections of the country, I'd say no, that they make a poor living."

There is implicit criticisms of the States, except for six States, in not providing for safe transpotraton of migrants within their borders.

Mr. Shuman points out that farmers are the only group of people who furnish housing for workers, that it is almost impossible to calculate the value of these added benefits and that at the same time the farmers don't condone inadequate housing. Mr. Shuman goes on to say that he thinks there would be more rapid progress with State legislation than with Federal.

The crew leaders are castigated by Reverend Cassidy. He notes that the growers pay 45 cents to pick a crate of tomatoes and the crew leader turns over only 12 cents to the migrant worker.

There is implicit condemnation of the States for failing to make adequate provision for the education of the children with only six States having summer schools.

There is criticism of the Congress in failing to appropriate $3½ million to educate migratory children.

Senator WILLIAMS points out that many aspects of the problem can only be dealt with on a national level because States are in a competitive position. He notes that States are reluctant to raise wages through legislation because their farmers are competing with farmers in other States. He says we cannot expect States to do it alone when they know their neighboring State with whom their farmers compete are not doing anything.

Murrow states that most of the fruit and vegetable farmers find it economically impossible to build good housing to be used only 6 weeks a year. Murrow says the farmer claims he is trapped between what society expects and his market demands. Farmer Jones was asked whether he knew what his beans would bring in the market and Jones replies that he cannot tell from one day to the next. One day it will be $5 and the next day $1.50. Jones says that he does not know the answer to who sets the price, but the chains seem to have more to do with setting the prices than anyone else. He said the farmers tried to get Washington to investigate the chains, but the farmers' representatives got a runaround by the Department of Agriculture. The chains have lobbyists in Washington. Murrow implicitly condemns the exclusion of farm labor from Federal legislation designed to protect those engaged in interstate commerce to organize and bargain collectively.

Many of the letters of complaint state that the migrant problem is society's problem and that society, as a whole, must be held responsible. In the criticisms of the States for failing to pass protective legislation, in failing to adequately provide educational and welfare benefits, and of the Federal Government for its legislative failings, there is recognition in "Harvest of Shame" that the problem is one for society to meet through its legislative bodies.

III

We turn to your request that equal and corresponding time be afforded to reply to the alleged false statements and to present the opposing point of view of the federation to the controversial legislative proposals set forth in the program.

We should first point out that the concept of equal time is inapplicable. You are, perhaps, confusing the equal opportunities provision of section 315 of the Communications Act of 1934, as amended (concerning political candidates), with the obligation of broadcast licensees to broadcast opposing views on public issues of substantial interest and importance. It is the responsibility of the broadcast licensee to select those representing the opposing view and to select the format for the presentation of the opposing viewpoint.

A review of the charges made by you, by the analysis, and by others critical of the program, fails to show that "Harvest of Shame" misrepresented or was unfair in the presentation of the facts. We are, accordingly, denying your request for time to reply to the alleged false statements.

As to your request for time to present the opposing point of view to the controversial legislative proposals set forth in the program, we have this comment: At the close of the program Mr. Murrow, in effect, suggested that the viewers do something about the plight of the migrants and their families, that maybe the viewers have the strength to influence legislation. Mr. Murrow had referred to the legislative recommendations recently made by the President's Committee on Migratory Labor. He referred to some of them on the program.

The full recommendations of the President's committee for action by the States are as follows:

1. Extension of State workmen's compensation laws to agricultural workers.

2. Creation of State safety regulations for the transportation of agricultural workers.

3. Extension of State child labor legislation to hired agricultural workers.

4. Adoption and enforcement of housing regulations which apply to seasonal farm labor housing in those States that do not already have such regulations.

5. Reimbursement to local school boards for education of migrant children.

6. Reimbursement of funds to local health agencies to assist them in extending public health services to migrant workers and their families.

7. Provision for adult education classes for migrants, including vocational education.

8. Extension of child welfare services, including day care facilities, to migrant children.

9. Elimination of residence requirements in all State health, education, rehabilitation, and welfare programs.

10. Employer education on worker training, employer-employee relationships, and community relations.

The full recommendations by the President's committee for action by the Federal Government are as follows:

1. The passage of crew leader registration legislation to protect migrants from the unscrupulous practices of some crew leaders and labor contractors.

2. Adequate staffing of the Interstate Commerce Commission to insure proper enforcement of the regulations governing the interstate transportation of migratory workers in privately owned trucks and busses.

3. More positive leadership and guidance of State extension programs for education and service to migrants.

4. Continuing review of all foreign labor import programs to make certain that the importation of foreign workers does not have an adverse effect on the employment opportunities, wages and working conditions of domestic farmworkers.

5. Elimination of residence requirements as a condition for receipt of Federal funds.

6. Continued and strengthened emphasis and encouragement of action to assure the provision of needed health services to migrant families and adequate housing whether that housing is in camps, isolated units or farms, or fringe areas of towns.

From your statement on the program, "I think there'd be more rapid progress with State regulation than there would be with Federal regulation," we had been led to believe that you, in behalf of the American Farm Bureau Federation, were not opposed to all State action but, rather, that your opposition was to Federal legislation.

Recognizing that at the close of the program CBS could be considered to have taken a position favoring legislative action along the lines suggested by the President's Committee on Migratory Labor, CBS has been making arrangements for the broadcast of another program sometime in February of this year in which varying points of view concerning the legislative proposals might be presented. As we have stated above, the format of that program and the selection of persons participating therein, are the responsibility of CBS. It may well be that in addition to the opposition of the Federation to Federal legislation, the Federation may oppose some of the recommendations for action by States. Accordingly, Mr. Lowe, as you know, has been in touch with the Federation attempting to make arrangements for your appearance on the February program. We are hopeful that you will be able to appear.

Very truly yours,

THOMAS K. FISHER,
Vice President and General Attorney.

AN INVITATION TO THE MEMBERS OF CONGRESS

The Members of Congress are cordially invited to attend a special showing of the film, "Harvest of Shame," a production of "CBS Reports."

The invitation is extended to Senators, Representatives, and members of their staffs by the National Council of Churches of Christ in the U.S.A., the national board of the YWCA, the Bishops' Committee for Migrant Workers, the American Federation of Labor and Congress of Industrial Organizations, and the National Child Labor Committee.

"Harvest of Shame" will be shown on Monday, January 30 at 4:30 p.m. in the auditorium (room G 308) on the ground floor of the New Senate Office Building.

In "Harvest of Shame," the cameras of "CBS Reports" show how migratory workers

live, travel, and labor in America's fields and orchards. Workers are shown in the fields and on the highways at Homestead, Fla.; Kingsland, Ga.; Fayetteville, N.C.; Norfolk, Va.; Cranberry, N.J.; and Norwich, N.Y. Other workers appear in their temporary shacks, or living in the fields of Stockton, Calif., and Holland, Mich.

Edward R. Murrow, narrator; David Lowe, producer; and Fred W. Friendly, executive producer of "CBS Reports" have created a great film about a major American problem.

Additional information available from the National Council on Agricultural Life and Labor, 1751 N Street NW., Washington 6, D.C. Telephone, NOrth 7-3979.

EXHIBIT 2

COMMONWEALTH OF PENNSYLVANIA,
GOVERNOR'S COMMITTEE
ON MIGRATORY LABOR,
Harrisburg, Pa., December 12, 1960.

Hon. JOSEPH S. CLARK,
Philadelphia, Pa.

DEAR SENATOR CLARK: As Governor David L. Lawrence pointed out in his testimony before the Senate Subcommittee on Migrant Labor, there are few areas with a more pressing need for Federal legislative remedial action than the migrant labor field. At the request of the National Council of Churches, I prepared a paper recently on what Congress could do to help. Here is a copy as of possible interest to you in your work in the upcoming session.

As outlined on page 3, the following can only be done most effectively and equitably through our Federal Government:

1. Protect children from exploitation in commercial agriculture, just as they now are in mines and factories;

2. See that schooling and child care are provided for children of migrant workers;

3. See that decent minimum wages are established for farm workers in industry and commerce;

4. Help finance decent housing for migrant workers and their families;

5. Protect migrants and their families from exploitation by crew leaders;

6. End the undercutting of American labor standards by the mass importation of low-wage foreign labor.

From our State's standpoint, besides the obvious humanitarian aspects of this complex problem, one of our prime motives for taking this position is the fact that we must continue to help maintain the competitive position of Pennsylvania's agricultural enterprises where higher employment standards already prevail. Certainly, we should strive to protect our State's farmers from the undercutting competition from other sections of the Nation where standards are much lower, but where fruit and vegetables are grown that compete in the same markets, including our own local markets.

I urge you to support these proposals when they are again introduced in the 87th Congress. The agricultural industry, both locally and nationally, and farm workers and their families, can only benefit from passage of this needed legislation.

Sincerely,

WILLIAM L. BATT, JR.,
Chairman.

REMARKS BY SECRETARY OF LABOR AND INDUSTRY WILLIAM L. BATT, JR., AT THE NATIONAL STUDY CONFERENCE ON THE CHURCH AND MIGRATORY LABOR, SPONSORED BY THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST, DIVISION OF HOME MISSIONS, AT THE SHERATON-PARK HOTEL, WASHINGTON, D.C., NOVEMBER 17, 1960

New Orleans is very much in the news today. New Orleans was the city where young Abraham Lincoln first saw slavery. You remember the story—how he'd come down the Mississippi on a flatboat loaded with hogs from the Sangamon River—how, his business completed, he was looking the town over and came upon a slave auction—and how he remarked in righteous wrath to his friend, "If I ever get a chance to hit that thing, I'll hit it hard."

If Abraham Lincoln were a young man today, and he happened upon a Negro child of 8, working hard on hands and knees 12 hours a day picking snap beans in the hot midsummer sun, he might well cry out, "If I ever get a chance to hit child labor, I'll hit it hard."

In the next few months, you and I have perhaps the best chance in our lifetime to hit child labor, to hit inadequate schooling, to hit starvation wages, to hit rural slum housing, to hit exploitation by crew leaders, to hit second-class citizenship and the many other ills that plague migrant farmworkers and their families, and to hit them hard.

Why? Because we have just elected a President who pledged in his campaign to move America forward in a war on poverty. The Democratic platform on which he ran pledged specifically that "We shall seek to bring the 2 million men, women and children who work for wages on the farms of the United States under the protection of existing labor and social legislation; and to assure migrant labor, perhaps the most underprivileged of all, of a comprehensive program to bring them not only decent wages but also an adequate standard of health, housing, social security protection, education and welfare services." The Democratic Party which adopted that platform controls both Houses of Congress by generous majorities. The Republican platform also takes note of the problem by listing in its list of objectives for labor, this particular goal: "* * * improvements of job opportunities and working conditions of migratory workers."

President-elect Kennedy has made crystal clear that he could not and cannot do it alone, that he needs the help of all of us. This is no time to sit back and "let Jack do it." If you and I and enough of our neighbors and friends and parishioners are really serious, if we are as ready and willing to fight for what we believe among the unconverted in Congress and back home, as we are to talk about it here in this comfortable hotel among the converted, then the next 6 months can prove indeed fruitful. Under President Kennedy's leadership and with both the executive and legislative branches controlled by the same party, we can begin to discover and apply solutions to a score of America's appalling backlog of unsolved economic and social problems. In this field and others, we may be able to accomplish more in the next 6 months than we have in the last generation.

Because of this enormous opportunity on our doorstep, I plan to concentrate on how the Federal Government can best contribute toward solutions of the migrant labor problem in the United States. I do not underestimate the contributions that have been and must be made in the future by States, by communities, by the churches, by other agencies public and private. But they have been far ahead of the Federal Government in this field, and the Federal Government has been desperately far behind in acknowledging, assuming and discharging its responsibility.

What can the Federal Government do better than we can do in the States, or you can do in the churches? Or, since the Federal Government is after all no impersonal entity floating in space, but something that we maintain to serve our needs, what can we do more effectively and more equitably through our Federal Government than through any other institution? It can do these six things:

1. Protect children from exploitation in commercial agriculture, just as they now are in mines and factories;

2. See that schooling and child care are provided for children of migrant workers;

3. See that decent minimum wages are established for farmworkers, just as they are for workers in industry and commerce;

4. Help finance decent housing for migrant workers and their families;

5. Protect migrants and their families from expoitation by crew leaders;

6. End the undercutting of American labor standards by the mass importation of low-wage foreign labor.

First and most urgently in need of protection are the children. "The children, the children, you can't forget the children," as the late great Oscar Hammerstein had Gertrude Lawrence sing so unforgettably. Is it not high time we ended child labor in these United States, once and for all?

We got our children out of the coal mines and out of the textile mills through Federal action 23 years back, in 1937, with the passage of the Fair Labor Standards Act under President Roosevelt. But thousands upon thousands of American children are still working for hire in commercial agriculture, not just doing the chores around father's farm. Federal law does protect children when school is in session, but not during the summertime's peak labor demand in agriculture.

I'm sure you have all read the militant article, "End Child Labor Now," in that most unmilitant periodical Good Housekeeping. This is an excellent summary of the problem facing us nationally. We have cases of migrant children coming north without their mother or father, in the dubious care of a crew leader's wife, to work all summer picking beans. Because of rurally dominated State legislatures, only a handful of States have succeeded in ending child labor. This is clearly a responsibility the Federal Government will have to assume, or it just won't get done.

Barring migrant children from working in the fields is not enough by itself. Leaving them back at the camp without any care or supervision creates new problems. The tested and proven answer is adequate child care centers for infants and preschool children, together with summer schools for school age children. More than just a device for keeping youngsters out of trouble, these schools have helped migrant children make up their average 1- to 3-year lag in educational achievement. They have helped these youngsters adjust more successfully to regular community schools in the fall. Undertaken with continuity and on a national basis, they should help us correct the tragic waste of human resources reflected in this stark statistic: 99 out of every 100 migrant children never finish high school.

We need not only schools for the school age children, but far more adequate child care facilities for the preschool youngsters. All we need here is the addition of one word, "migrant" to section 521 of the Social Security Act, which already provides for the protection and care of homeless, dependent, and neglected children, and we need more adequate appropriations to the Children's Bureau to help States organize such facilities. Five already have done so. If a humanitarian Congress and administration were to provide real leadership, we could have them in every State where the numbers of migrant children require them.

This is a field where the migrant ministry has shown the way for the whole country, and where you know the need and the potential good that can be done better than anyone.

What is the root cause of migrant child labor? Certainly migrant workers love their youngsters no less than you do yours, or I do mine. The compelling reason is economic necessity. One family I talked to about it—their 6- and 8-year-old boys were picking beans with their mother and father when both the parents and children would

have preferred them to be in school—explained that they had run up a $100 debt at the local hospital shortly before when the mother was having a new baby, and they were anxious to pay it off.

As you know, migrants are the lowest paid workers in our society—averaging $850 a year in wages from all sources. Twenty-three years ago, we covered most other workers in interstate commerce under minimum wage protection. Agricultural workers, underpaid, not unionized, needing such protection as much or more than any workers anywhere, are still left high and dry, 23 years later, without any protection at all. Only small progressive Hawaii and Puerto Rico, have provided it.

But minimum wages in agriculture are clearly a Federal responsibility. The produce picked by migrants is shipped in interstate commerce to national markets. If you stand in an apple packing shed near Gettysburg while migrants are loading a refrigerated truck with crates of delicious apples, the packer won't decide whether to ship that truckload to St. Louis, Boston, or some market in between, until his broker advises him of the latest prevailing purchase prices by long-distance phone.

This job not only belongs to the Federal Government by right, but by necessity. Let's face it. We'll never get minimum wage protection for migrants any other way.

One proviso about extending minimum wage protection to agricultural workers—employers should not be penalized by the imposition of time and half rates for overtime work, as they are in industry. Workers lose so much working time because of bad weather, crops not being ready for harvest and other unpredictable idiosyncrasies of farming, that they want and need all the overtime possible. The Puerto Rican contract provides not only an hourly minimum wage, 80 cents last season, but also 160 hours a month guaranteed work—in effect a monthly minimum wage. This is the direction in which we should move.

For any of you who have spent any time in farm labor camps, I do not have to tell you about the appalling character of some of the housing. When I took on this job, this was the first thing that hit me, and it hit me not only between the eyes but in the nose as well. We had had regulations on the books for 30 years, but they had been honored more in the breach than in the observance. I recall one, a barn with the roof half gone which had been crudely divided into cubicles with beaver board and doors cut in the side. Obviously unfit for storing hay or animals, it had been converted for the use of farmworkers. We closed that in a hurry. I revisited that same barn this past summer and noticed that the owner had repaired the roof to make it weathertight, they had taken out the partitions and were storing hay in it again.

With the help of Dr. Jesse Reber, general secretary of the Pennsylvania Council of Churches, who has been a tower of strength throughout our battle for migrant labor in Pennsylvania, we revised our antiquated regulations and they have been enforced with increasing effectiveness.

The Federal Government has made a contribution in this field by working out and passing along to the States a set of standards for migrant labor housing from the President's Committee on Migrant Labor.

Farmers still complain of the lack of adequate funds to build adequate migrant housing, with hot and cold running water, screen doors, decent sanitary facilities, and heat for cold weather. Theoretically, loans are available from the Farmers Home Administration. But practically, this machinery does not seem to be working. Several bills in Congress would make loan funds available to farmers, farm cooperatives, communities, and community groups to build such housing, and require that the standards of the President's Committee be met. This is certainly one approach that ought to be tried. Many of us would also like to see in these housing bills, financial help for the migrant worker who wants to settle down and build a house for himself and his family, something like the self-help housing program in Puerto Rico. There, the labor is provided by the farmworkers with professional assistance on the tough parts and the materials are provided at low cost by the State.

Another area where Federal Government has a great contribution to make is in the regulation of crew leaders. Exploitation of migrant workers by their own crew leaders is easy to document. While most crew leaders are responsible citizens and perform a useful function, a few unprincipled ones supplement their incomes by overcharging in the camps' commissaries, illegally trading in liquor, in gambling, in prostitution, and the Oregon study showed up cases of trading in marihuana. Because of their multistate operations, it is most difficult to catch up with them in any one State and when you do, they only have to transfer their operation to a neighboring State without any crew leader regulations. We badly need Federal legislation to curb this kind of worker exploitation.

The sixth area where only the Federal Government can provide the necessary leadership is in controlling the importation of farm labor in order not to undercut American labor standards. Secretary of Labor James Mitchell has provided real leadership in this area and several bills in Congress would help bring the flood of 50 cents an hour farm labor under control.

Bills to cover all six of these areas, child labor, education and child care for migrant children, decent minimum wages, housing loans, crew leader regulation, importation of farm labor, were all introduced in the last Congress and I am sure will be reintroduced into the Congress convening in January. Leading the list of sponsors are Senator HARRISON WILLIAMS, of New Jersey, who has really been charting a new frontier with his special Senate Subcommittee on Migrant Labor; Senator MCNAMARA; Senator CLARK, of Pennsylvania; Senator JAVITS, of New York; and in the House, Congressmen WALTER O'HARA, GREEN, of Oregon; BAILEY, MCGOVERN, MOORHEAD, DENT, and ROOSEVELT. Several of these bills I hold in my hand. Senator WILLIAMS, I understand, is scheduled to talk to us tomorrow about the bills studied by his Senate subcommittee.

In the interest of uniting all the friends of migrant labor around a single bill, Congressman FRANCIS WALTER, of Pennsylvania, had introduced an Omnibus Farm Labor Act. Its number in the last session was H.R. 11547. It includes almost all the points I have discussed here today plus several others of real importance, like removing the 1-year residence limitation for qualifying for public assistance, the establishment of an interstate system of migrant rest stops, the setting up of a Bureau of Migrant Labor in the U.S. Department of Labor, and the extension of welfare and health services to migrants and their families.

Congressman WALTER tells me he has been assured by House Ways and Means Committee Chairman MILLS, of Arkansas, that this bill will receive public hearings early in the next session of Congress. You and I can help mightily in assuring a favorable report by that powerful committee by testifying before it, or by writing to the chairman or by visiting with our own Congressmen between now and the convening of Congress in January.

Despite the undeniable progress made to date, the way we treat our migrant farmworkers is still an ugly scar across America from coast to coast and from border to border. Senator WILLIAMS, Congressman WALTER, and other leaders in the Congress have hoisted a standard to which men of good will can repair. Let each of us who considers himself a man of good will rally around that standard and do our part to assure every migrant worker in America the same opportunity every other worker has to carve out a decent life for himself and his children.

Mr. HOLLAND. First, Mr. President, let me say that I have enjoyed very much the eloquent address which has been delivered by the distinguished Senator from New Jersey [Mr. WILLIAMS]. I think he has been eminently fair. I commend him; and I am willing to help him on some aspects of his work, particularly those dealing with health.

As to housing, as to the education of migrants, as to the statement in the telecast that there was no regulation of interstate transportation by agencies hauling these migrants, as to the scale of rents that was cited in the telecast, and as to many of the other details of the telecast, the Senator from New Jersey has been, of course, mercifully silent, because I do not see how anyone can justify or defend many of the statements made in the telecast. I do not believe anyone has taken issue with any one of the seven statements of misrepresentation in the telecast covered by my remarks.

I do not believe that the distinguished Senator has really taken issue with a single one of the seven statements of misrepresentation in the telecast which are included in my remarks.

Before he leaves the floor, however, I wish that he would allow me to state briefly, if I may, the situation in my State, which I know pretty well. I am a native. My father and mother were both migrants, having both come into our State, one from Virginia, and one from Georgia. They found a home there. However, they did not happen to be agricultural migrant workers.

It happens that the greater part of the people who employ migrant agricultural workers are themselves people who have come from other States, who have migrated into our State, people who know something of the aches and pains of displacement, as well as having tried hard over a period of years to establish themselves on a substantial basis.

May I say that around the Lake many of the people who have been there any period of time are ones who were affected by great hurricanes, one of them in 1926, that took 300 human lives, and another one, in 1928, that took 2,200 human lives. The people who stayed were hardy souls. Many of them can count missing places in their own family groups still, as a result of those hurricanes.

They stayed and fought inadequate drainage which had taken place up to that time, a lack of knowledge of the quality of the soil, or muck, as the case might be, and the other difficulties of combating the weather and finding crops which could be successful.

They have made good, after terrific strain and effort; and I think they are kindly people, who know something of the difficulties facing the migrants.

In our citrus industry, may I say, much the same situation exists. That industry was wiped out in the 1890's, and then again almost wiped out later, in this century; and many faint-hearted people left their investments of a lifetime and went to other places. The people who stayed there and created paying grove properties are sturdy people who know the value of fair treatment, and they have tried to give fair treatment to those who work for them.

Both of those industries, vegetable and fruit, as the Senator knows, are seasonal. No such number of workers is required during the production months as is required at the time of harvesting, and sometimes the periods of harvesting are very short. They know they have to have these migrant workers. They have had to rely for a period of years upon migrant workers from the Caribbean area, because they could not secure migrant workers from this country. They have recruited them from as far away as Missouri and Arkansas, in an effort to get domestic workers. They are required to show a record of a strong effort to get domestic workers before the Department of Labor will certify that they are entitled to have people come from offshore lands, as the Senator knows.

As has been stated, so far as the migrant workers from offshore are concerned, they are well selected, law-abiding, sober people, who will do a good job; and yet our domestic migrant workers must be treated at least as generously as those who come from offshore, or our own consciences could not approve what was being done.

During the late fall, winter, and early spring, such workers are competing with workers in the great tourist industry, which includes visits from about 9 million people a year, and the scale of wages has to be such as to keep people employed in the necessitous work that they are doing if the crops are to be harvested.

All of these factors, and others which I could mention, have brought to the consciences of our own people that they had a job to do. And I think they are doing a good job.

I thank the Senator for his five different comments, and he may have made more—he has made more off the floor, but five in print—indicating the civic and humanitarian conscience and efforts which he has found in my State.

We do not claim we are doing a perfect job. We are perfectly willing to have our attention called to matters which should be corrected. We would much prefer, when we can correct those conditions, to do so through the industries which are involved or at our local or State level. We have made a great showing of serious industry at both levels, in the local or community level and at the State level.

While the Senator from Florida sympathizes with and appreciates the humanitarian attitude exressed and shown so ably by his distinguished friend from New Jersey, the Senator from Florida hopes the Senator from New Jersey will recall these problems are different in different parts of the Nation, and that, by reason of various facts, some of which I have set forth, we have a distinctly different problem in Florida from that which prevails in that large part of the country which has to depend upon the so-called "braceros" from Mexico or those who depend on other laborers from elsewhere.

We think we are doing a good job. We want always to do a better job. We welcome the kind approach which the distinguished Senator from New Jersey makes today, which so greatly differs from the approach made in the film, for which I can say nothing kind—a film which bore as its name "Harvest of Shame," which is an affront to every producer of perishable fruits and vegetables, who has given of his time, efforts, and best years to produce growing crops to be sold elsewhere. The name "Harvest of Shame" is almost the ultimate in insults to our fine people. And I am sure the Senator from New Jersey, who knows those people to be fine and honest people, knows they are trying to carry out the dictates of their consciences.

The Senator from New Jersey has not sought to defend the misrepresentations given in the film under that title, and for that I thank him. The film sought to create the impression that a grown woman could earn only $1 a day. It created the impression that help was being solicited at 70 cents a day. The Senator will remember that part of the analysis. The film tried to create the impression that there was no case of a college degree having been received by a child of migrant workers. If the Senator will read that statement in context he will agree that a casual hearer would have to ascribe that statement to the Department of Education, because it came immediately after the reference to what the Department of Education had said.

All those things were extremely unfair to a great people and a good people who have been supplying the winter vegetables and fruits, in large measure, for a great part of this Nation, and who depend upon the good will of the high-minded people of this Nation. It was an affront which cannot be overstated. It was an affront which our people will long recall.

I am glad the distinguished Senator, in making the summary of his own observations in this matter, has been content to adopt the restrained, splendid, and fair attitude he has adopted, upon which I commend him. I hope he will not think ill of our people, who feel they have been given every cause for anger and affront in this unbridled action of the CBS, which, knowing in some detail that the things they were about to put upon the air and to put in millions of homes were false, nevertheless permitted it to be done.

I thank my distinguished friend, who has spoken with great restraint. I commend him upon his fine humanitarian attitude.

Mr. WILLIAMS of New Jersey. I again express my thanks to my friend from Florida for his contribution to the RECORD. I am most encouraged by his suggestion of support for some strong measure which will at last show Federal concern for the migrant farm families.

Mr. McCARTHY. Mr. President, will the Senator yield?

Mr. WILLIAMS of New Jersey. I yield to the junior Senator from Minnesota.

Mr. McCARTHY. Mr. President, I wish to commend the Senator from New Jersey for his continuing interest in this problem. It is a most serious problem. As the Senator has said, it is a problem which deserves national attention. It has not only national significance but also international significance.

Mr. President, I was a member of the Senate delegation which last week participated in a United States-Mexico Interparliamentary Conference at Guadalajara, Mexico.

One of the points under discussion, which was not put on the agenda by the U.S. delegation but instead was included by the Mexican delegation, was the Mexican farm labor program. Under Public Law 78 more than 430,000 Mexican nationals were brought in each year, 1957 through 1959, as migratory farmworkers. There was a slight decline last year, but it is clear that this program has an effect on wages and working conditions of domestic workers.

Within the past few weeks the newspapers of the country have carried stories out of southern California that a charge is being made that Mexican nationals are being used as strikebreakers, in an attempt to keep down the wages being paid in the truck-farming areas of that State.

The summary of the meetings with the Mexican legislators has not yet been prepared for publication, but I can say as a general conclusion that the questions raised by the Mexican delegates demonstrates the need for a careful review of Public Law 78 and for continuing attention to this problem.

Among the topics discussed were salaries and working conditions, insurance programs, food, and the manner of contracting for Mexican workers.

Some spokesmen for Mexico claimed that there was exaggerated contracting of workers in order to effect rapid harvesting, whereas with fewer workers the work could be spread to provide more stable employment.

Obviously, if there is overcontracting for Mexican nationals, the result is that the labor market, which is in part supplied by domestic workers, will be oversupplied.

Of course, these items could not be resolved by an interparliamentary conference. It is a matter for the Congress to clarify and to set proper regulations and safeguards—both for the protection of Mexican nationals and also to make certain that the Mexican farm labor program is not misused to the detriment of domestic workers and domestic agriculture.

I again commend the Senator from New Jersey for his efforts in this field.

Mr. WILLIAMS of New Jersey. Mr. President, I am grateful to my friend from the great State of Minnesota.

Mr. President, I yield the floor.

Mr. RANDOLPH subsequently said: Mr. President, I ask unanimous consent that the very brief but sincere remarks I shall now make be printed in the RECORD at an appropriate place.

The PRESIDING OFFICER. Is there objection to the request of the Senator from West Virginia? The Chair hears none, and it is so ordered.

Mr. RANDOLPH. Mr. President, it is a genuine privilege for me to commend the services which have been given to the Senate and to the Congress, as well as to the country, by our esteemed colleague from New Jersey, the gentleman who has spoken this afternoon with such knowledge and such appreciation of the human elements which are and must be involved in the very complex problem of migratory labor.

It was necessary for me to leave the Chamber temporarily, or I would have spoken these words while the Senator from New Jersey held the floor. With his characteristic generosity, he has remained so that I might express these thoughts.

This is not in anywise a pleasantry to embellish the RECORD. I wish, only, to indicate my own personal appreciation, as a member of his subcommittee within the Committee on Labor and Public Welfare, of the very diligent, and devoted and practical attention which the Senator from New Jersey has given to a challenge which is national and international in scope. His efforts are in the public interest.

Mr. WILLIAMS of New Jersey. Mr. President, I am profoundly grateful for the warmth and friendship in the remarks of my friend from West Virginia. I wish to say he has been a tower of strength and compassion in our work in the subcommittee on the problem I discussed.

THE ADMINISTRATION'S POWER POLICIES ARE SET FORTH BY SECRETARY OF THE INTERIOR STEWART L. UDALL

Mr. GRUENING. Mr. President, as one who enthusiastically supported the election of the Kennedy and Johnson ticket, because I was confident it would bring new vigor to the Nation and to the free world, I am delighted to note yet another action of this administration which will increase the prosperity of our citizens at home and contribute to our strength as a defender of democratic government.

I refer to the policy statement of the Secretary of the Interior, Mr. Udall, on the development of energy resources in the United States.

In refreshing contrast to the days now past when we were confronted with resistance and obstruction by the Republican administration to any proposal to develop the resources of this country for the maximum benefit of the American people, Mr. Udall has announced a power policy with which I agree wholeheartedly when he says:

> The furnishing of an adequate supply of low-cost power for the homes, farms, and industry sufficient to service a dynamic economy is a matter of basic importance to the economic growth and defense of the Nation and is, therefore, a matter of governmental concern.
>
> Utility systems of all kinds—Federal, State, municipal, private, cooperative—must carry out their responsibilities to the public welfare.

One of the locations in which this policy will certainly be put into effect with beneficial results is the State of Alaska, at the Snettisham project near Juneau. I have recently introduced, with the cosponsorship of my colleague from Alaska [Mr. BARTLETT], legislation to authorize the construction of the Crater-Long Lakes power project, which would supply the area with badly needed low-cost power. This is a project recommended by the Bureau of Reclamation and which was endorsed by the outgoing administration. The construction of this project would bring new vitality to the Juneau-Douglas area by providing the power needed for industrial development of rich natural resources of the area, as well as supply power needed in increasing quantities for the citizens of the area. I look forward with anticipation to the cooperation of the Department of the Interior in obtaining speedy action on this proposal.

Another project—the grandest of all in the United States—where a dynamic policy of resource development will have far-reaching constructive results is the Rampart Canyon Dam on the Yukon River.

This is probably the greatest dam site in the free world. The Corps of Engineers estimates that a hydroelectric power installation here would have a capacity of over 4,500,000 kilowatts of power which could be sold at the bus bar for 2 mills per kilowatt-hour. This is a quantity of power greater than all the hydropower installations at TVA combined and over 2½ times that produced at Grand Coulee.

The construction of this mighty dam would show the world the United States is still a vigorous Nation with a strong economy and with vision to take action to maintain our position in the competition we face with the Soviet Union.

At this time, I request unanimous consent to have printed in the RECORD at this point the text of a resolution of the Senate of Alaska urging speedy action to make this great hydroelectric power project a reality.

There being no objection, the resolution was ordered to be printed in the RECORD, as follows:

SENATE JOINT RESOLUTION 11

Be it resolved by the Legislature of the State of Alaska in Second Legislature, first session assembled:

Whereas it is known that the primary and pressing need of Alaska is economic development; and

Whereas Alaska's economy is now in a period of transition from one based on construction to one based on the full development of natural resources; and

Whereas every means available for the economic development of Alaska must be utilized; and

Whereas the economic development of every country, including the United States, has inevitably and rapidly followed the creation of hydroelectric facilities and surplus electric power; and

Whereas one of the greatest, if not the greatest, potential hydroelectric sites in the world is located in Rampart, Alaska, on the Yukon River; and

Whereas the development of power facilities at Rampart would greatly enhance the future economy of Alaska, and the well-being and comfort of its population by providing extremely low-cost power to most of the State; and

Whereas the construction of power facilities at Rampart would not only guarantee the economic development of Alaska and the comfort of its population, but it would act as a dynamic torch to the entire world to affirm the fact that the American democratic and free enterprise systems are the most vigorous and efficient forces existing in the world, and it would further provide other under-developed areas in the world a living guide for their own progress; be it

Resolved by the Legislature of the State of Alaska in second legislature, first session assembled, That the Government of the United States is respectfully urged to plan and construct, as soon as possible, the proposed Rampart Dam; and be it further

Resolved, That copies of this resolution be sent to the President of the United States; the chairman, Senate Public Works Committee; the chairman, House Public Works Committee; the chairman, Senate Finance Committee; the chairman, House Ways and Means Committee; the chairman, Senate Appropriations Committee; the chairman, House Appropriations Committee; the chairman, Senate Committee on Interior and Insular Affairs; the chairman, House Committee on Interior and Insular Affairs; and the Alaska delegation in Congress.

Mr. GRUENING. Likewise, Mr. President, on the same theme, yesterday I addressed in Dallas the 19th annual meeting of the National Rural Electric Cooperative Association.

It was an impressive event, with nearly 8,000 delegates from all parts of the Union attending. The meetings were held in the fine Dallas Civic Auditorium, and, of course, the hospitality of the city authorities and of the officialdom of the NRECA left nothing to be desired.

Although I had been assigned the topic of "Resources Development," the declarations of Secretary of the Interior Stewart Udall on the administration's power policies struck me as being so pertinent and so appropriate for that enlightened audience that I could not refrain from making them the lead of my address.

Mr. President, I ask unanimous consent that my remarks before the National Rural Electric Cooperative Association annual meeting be printed in the RECORD at this point.

There being no objection, the remarks were ordered to be printed in the RECORD, as follows:

RESOURCES DEVELOPMENT—SECRETARY UDALL'S POWER POLICY

(By Hon. ERNEST GRUENING, U.S. Senator from Alaska)

Friends of the National Rural Electric Cooperative Association assembled for your 19th annual meeting.

Yesterday an important event took place which should be of great interest to your membership and to all the American people.

The event consists of a declaration of power policy by Stewart Udall, the dynamic and able Secretary of the Interior.

Secretary Udall at a press conference in Washington declared: "The Eisenhower administration regarded public power as something of a necessary evil. We regard it as a necessary good."

This, my friends, is a clarion call to progress. It is a summons to start marching to the new frontiers which President Kennedy visualizes as essential for us to attain.

The Department of the Interior is the Federal agency which makes and carries out the power policies of a National administration.

The Department of the Interior is the Federal agency responsible for such resource development as is undertaken by or supported by the National Government.

This declaration by the newly presidentially appointed and senatorially confirmed Secretary of the Interior comes in less than a month after his assumption of office. It is a nice St. Valentine's Day remembrance.

It means that from now on the maximum and optimum use of the flowing water of our Nation's rivers will be sought and secured for the benefit of the American people.

It means the determination to supply at the lowest possible rates low-cost electric current for our homes, our farms, our industries.

It means that henceforth under these newly declared constructive policies of the Kennedy administration the tempo of our Nation's economic progress will be accelerated.

It means that new life, new vigor, new energy will be infused into the slowing pace which the American people have been held to under the short sighted, unimaginative, retrogressive policies pursued in the last 8 years under the Eisenhower-Nixon administration.

It means that the sound power policies of Franklin Delano Roosevelt and Harry Truman by which the great Tennessee Valley development was conceived and carried out and the great dams of the West—Grand Coulee, Bonneville, and the rest built—will be resumed.

When in the closing days of his administration President Truman dedicated the Hungry Horse Dam in Montana, he said:

"Take a good look at it, boys; it's the last one of these you'll see for a long time."

He was right. His prophecy was accurate.

Instead, under the Eisenhower policies the greatest remaining power site in the 48—older—States, on the Snake River in Idaho, was turned over to a private power company. Instead of one great high dam which the Federal Government should have built and would have built, the people of the Northwest got three small dams, with the result that they will get one-half the power, at twice the cost, and no flood control and no irrigation. They will be forevermore burdened with the costs of that betrayal of the public interest.

This was the so-called partnership policy proclaimed by the late Eisenhower-Nixon administration.

This was the policy under which the public was and would be eternally saddled with the higher costs of a commodity essential to modern life and progress, second only in its essentiality to the air we breathe and the water we drink.

The newly declared power policy of Secretary Udall is likewise a prompt and vigorous move to check our Nation's mounting unemployment—now in excess of 5½ million Americans out of work. This recession is also a legacy of the short sighted and unimaginative policies of the late, departed administration.

Not only is the newly declared policy of the Kennedy administration essential to the individual welfare of millions of Americans but it is indispensable to reestablish the Nation's strength in the cosmic conflict with the forces of totalitarianism that would destroy liberty on earth and establish everywhere the tyranny of a police state.

For as President Kennedy has made unmistakeably clear, if we would be strong abroad we must be strong at home. If we are to carry on the leadership of the free world which, unasked for, has been thrust upon us, we must build up our own economy, our industry, our material and human resources. We must accelerate the annual growth of our gross national product which in the last 8 years has lagged behind the rate of growth of those nations which seek to bury us.

For, as President Kennedy pointed out while still a Member of the U.S. Senate, that with the exception of one previously planned project—the Colorado River storage project—there has been not one single multipurpose, basinwide project in our country in the past 8 years.

This refusal to develop our most basic natural resources, to provide, as President Kennedy put it the "material base" for the America of today and tomorrow has been justified in the name of economy. Actually, as we here all know, these great public power projects are not expenditures, but investments. Not only is the cost of construction repaid, capital and interest, to the Federal Treasury, but the development, the industry, the livelihoods generated return into the Treasury and into the national economy many times the original investment.

And so President Kennedy was quite right in stating of the previous administration's resource policies:

"The harsh fact is that they have been the most wasteful, extravagant, spendthrift programs since the great giveaways that followed the Civil War. We have recklessly dissipated the resources on which our strength depends. We have thrown away—heedless of our growing needs—opportunity after opportunity to insure that future generations of America will have the water, the power, the timber and the fertile land on which their prosperity will depend."

It is natural that I should make reference to the great and almost totally undeveloped power potentials of my State, the State of Alaska. It contains the greatest untapped hydropower resources on the North American Continent. Less than one-quarter of 1 percent of this potential has been developed. The only Federal power project in Alaska was initiated by the Truman administration. This one—at Lake Eklutna—supplies the power for the city of Anchorage, Alaska's metropolis, and for two adjacent REA cooperatives, the Matanuska and the Chugach, which like all the REA cooperatives within Alaska and the other States are the legacies of the foresight and action 22 years ago of the administration of Franklin Delano Roosevelt which established the policies and programs which we here celebrate this week.

But, our cities in Alaska, Anchorage, Fairbanks, Juneau, Ketchikan, and others and our REA cooperatives will shortly be out of power to care for our growing population and our corresponding economic needs. These needs are recognized—now—as they have not been for the last 8 years, by the Kennedy administration.

"We must," said Senator Kennedy, "move rapidly to insure the proper development of the new American continent—the State of Alaska."

It was a happy term—"continent"—and a justified one. For Alaska is not merely a State; it is a vast region; the "last frontier," we Alaskans call it affectionately, and really one of the great new frontiers to which President Kennedy beckons us. It is indeed a continent. It is a continent awaiting development, settlement, the extension to it of all that is best in the American way of life. Its development is not merely desirable for Alaska and for us Alaskans but for all the American people.

"We must," said Senator Kennedy, "meet the challenge of Alaska—the challenge to reap its abundance, build its strength, and provide a reservoir of natural wealth for a growing America. We must, of course, press forward with bold, vitally needed projects such as the Rampart Canyon Dam."

The Rampart Canyon Dam, the construction of which President Kennedy urges, is the greatest potential power project on the North American Continent, the greatest, probably, in the whole Western World. It will be located in almost the geographic center of Alaska, in the 10-mile-long canyon through which flows the mighty Yukon River famed in the verse of Robert W. Service, the poet of the Klondike gold rush of the late 1890's, and in the short stories of Jack London. It now flows from its source just across the boundary in Yukon Territory, Canada, for almost its entire length of 2,200 miles across Alaska and empties into the Bering Sea.

The Corps of Engineers of the U.S. Army, which is now engaged in preliminary studies, estimates the installed capacity at Rampart Canyon at over 4,500,000—possibly 5 million—kilowatts. Its generating capacity would be 2½ times that of Grand Coulee, and greater than that of all the hydropower installations of TVA. It would supply power at the bus bar at the rate of only 2 mills per kilowatt hour and could be supplied to users at tidewater at no more than 3 mills.

The area and capacity of the reservoir which would be created is of special interest—and as fabulous as the other facts about Rampart. An enormous manmade lake, 10,000 square miles in area, and larger than Lake Erie, would be created. The storage volume would be 1,300 million acre-feet, sufficient water, if distributed evenly to cover the land area of Alaska to a depth of 3½ feet, or all of Texas to 7½ feet (of course, we wouldn't want to see that done, for not all Texans are over 7½ feet tall).

Climatologists have indicated that this great lake would change the climate of interior Alaska by raising the temperature and thus lengthening the growing season for agricultural products.

Finally, the Rampart Dam would rival in capacity the great dams that Soviet Russia is building in European Russia and Siberia which a group of U.S. Senators of which I was one, and your own Clyde Ellis and Alex Radin and other experts had the opportunity of seeing in the fall of 1959.

If the necessary appropriations to complete the engineering, economic, and social studies are forthcoming, construction of Rampart could begin in 2 to 3 years and completion take place by the end of this decade.

Meanwhile other power projects of lesser size, but needed before the completion of Rampart, are ready for action by the Congress. One of these is the Long Lake-Crater Lake-Snettisham project in southeastern Alaska to supply power to the capital city of Juneau and its surrounding area, and, we hope, to generate power for a newsprint mill to utilize the virgin timber resources of the Tongass National Forest.

At Lake Bradley at the southern end of the Kenai Peninsula, and the project to supply power to Anchorage and the three REA co-ops is almost ready for action, though it may find competition in the three great natural gasfields which have recently been discovered there and whose thermal plants might meet the area's needs as quickly and as economically. And other Alaska hydroprojects await further study and action.

It should not surprise many of you that the private utilities have already included Rampart Canyon Dam in their nationwide propaganda campaign against public power—against the policies which Secretary of the

Appendix

Senator Fulbright's Views on U.S. Objectives in Foreign Relations

EXTENSION OF REMARKS

OF

HON. MIKE MANSFIELD

OF MONTANA

IN THE SENATE OF THE UNITED STATES

Thursday, February 16, 1961

Mr. MANSFIELD. Mr. President, I ask unanimous consent to have printed in the Appendix of the RECORD an outstanding article about the views of the distinguished Chairman of the Senate Foreign Relations Committee, the Senator from Arkansas [Mr. FULBRIGHT]. The article was written by the eminent journalist, Paul Wooton, and was published in Dun's Review and Modern Industry for December 1960.

There being no objection, the article was ordered to be printed in the RECORD, as follows:

CAPITAL VIEWS AND PREVIEWS

(By Paul Wooton)

"With the lengthening shadow of the hammer and sickle creeping forward through Asia, through Africa, and even through the Caribbean," Chairman JAMES WILLIAM FULBRIGHT of the Senate Foreign Relations Committee believes the Nation's most important objective is "to protect those areas from the Red scavengers."

For the first time, he points out, we now have a Communist government in control of a very important country near our shores. He warns that the conditions which led to revolution in Cuba exist in other Latin American countries.

"We must realize that communism has great appeal to the poverty-stricken," says the Arkansas Senator. "There must be greater economic cooperation in this hemisphere. We particularly need a plan for much more rapid economic and social development in Latin America."

FULBRIGHT emphasizes that we also must pay more attention to the foreign policy implications of our own economic affairs. "Decisionmaking in America is not confined to government. It involves collective bargaining contracts, investors' decisions, the decisions of buyers and sellers, and of borrowers and lenders. It involves the decisions of local governments, of industrial managers as to what prices they will charge, of farmers as to what crops they will plant.

"The sum of all these thousands of decisions equals national policy. Yet few of the people making them realize their role as policymakers. They think they are deciding a limited matter with limited consequences."

The Senator believes that "we must view our Nation not as a series of compartments dividing the interests of businessmen from the interests of farmers and laborers. We must view our problems and resources as one great whole.

"Nothing, however, justifies the conclusion that the Soviet system is superior to our own. We need not emulate the U.S.S.R. to maintain our superiority." But FULBRIGHT believes we will court disaster if, on the other hand, we underestimate the abilities of the Soviet Union and its satellites in the fields of industrial production, science education, or even in the production of consumer goods. Governing by fiat, they use have only to decide what they will emphasize and both society and the economy will be altered to conform to the new goals. In the United States government cannot play any role unless it has the support of the people.

The Chairman of the Foreign Relations Committee predicts that unless the free world pulls together economically, we will not be able to compete with the Soviet bloc, which has eliminated trade barriers from the Baltic and eastern Mediterranean to the Pacific. To meet the ever increasing pressure of the Communist lands, the free world must coordinate its economic as well as its military and political activities.

The dilemma facing European democracies, FULBRIGHT contends, is just this: "Federate or perish. The task facing America is to help nurture the tentative roots toward federation, like the Common Market, with the object of creating a real European union. Europe and America have enormous resources for survival—indeed for mastery over any challenge hurled our way by the Soviets. Those resources will remain in their present disarray until public men and the publics on both sides of the Atlantic fit them into a grand design for closer union."

FULBRIGHT also believes that the Development Loan Fund should be given adequate resources and authority to plan ahead. "What company could succeed," he asks, "if it were denied the right to plan ahead more than 1 year? It would not be able to recruit employees more skilled than migratory help. Yet that is the framework into which we force our Government's competitive struggle with the U.S.S.R. for the allegiance of the peoples of the world.

"Too often, dynamic leaders of big business have regarded the Government as a sort of antagonist always exacting taxes and subjecting them to regulations."

PERILOUS HOPES

FULBRIGHT warns against ill-founded hopes that Russia will collapse from within and save us from unpleasant realities. "There have been no violent upheavals in the Soviet empire since the ruthless suppression of the Hungarian revolt," he points out. "It is also significant that there are few, if any, Russian scientists who seek asylum in the West. If there are signs of strain in the Russian industrial complex, they are the strains of growth rather than of decline."

Continuing, the Senator says: "I do not overlook the centrifugal tendencies that may develop between the Chinese Communists and the Russians, but it would be wishful thinking to expect an open break between them. Russia had a surprising accomplishment in shattering overnight such an ancient culture as China's. Red China has become the largest anthill slave state man ever has known.

THE PRICE OF SURVIVAL

"The greatest crisis confronting the West is not Berlin. It is the apathy of the free world and its incomprehensible unwillingness to look facts in the face. Evolution and the survival of the fittest are concepts we understand when applied to plants and animals—but we seem not to realize that these concepts apply to us."

A former college president, FULBRIGHT believes education is one of the most important factors in the combat against communism. He is convinced we must make greater investment in education to give us the knowledge and skills we will need in the world of tomorrow.

"More education today," says FULBRIGHT, "will give America the skills and the knowledge essential to survival tomorrow. As things now stand, there is no particular incentive for young people here to exert themselves for the sake of intellectual attainment. This drive by the Russians to cultivate to the utmost their intellectual resources is the most serious challenge we have to meet."

Educate the Youth To Drive and Live

EXTENSION OF REMARKS

OF

HON. SAMUEL N. FRIEDEL

OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 16, 1961

Mr. FRIEDEL. Mr. Speaker, the Safety First Club of Maryland, a nonprofit organization crusading for safety on our streets and highways, is now spearheading a drive urging that Maryland follow the example of 15 other States in the adoption of a statewide high school driver education statute.

I would like to mention for the record that the Safety First Club of Maryland received a National Safety Council trophy in 1959 "for outstanding contributions to traffic safety." This was a national award limited to the Safety First Club and 10 other organizations throughout the entire country.

The organization also received a certificate of appreciation from the National Safety Council and the Advertising Council "in grateful appreciation for help given in the '1960 stop accidents campaign' * * * a campaign designed in the public interest to save lives and thereby make America a safer place in which to live."

Gov. J. Millard Tawes of Maryland has stated:

The Safety First Club of Maryland is a fine club dedicated to excellent safety improvement activities.

Safety First Club officials campaigning for the driver education enactment include J. O. Shuger, president; Morris A. Kasoff, senior vice president; Maurice Cardin, Leon Finglass, and Barney Waldman, vice president; Maurice R. Shochatt, executive secretary; and Judge Samuel Matz, Paul Huddles, William J. Ryan, Joseph Burke, A. W. Saul, Harry Abell, Albert Haar, Samuel Einik, Aaron B. Cohen, James Hajimihalis, and Matthew Mairs, Jr.

On behalf of the Safety First Club of Maryland, I would like to call attention to two articles, dealing with the proposed driver education program for Maryland, published in the Baltimore Beacon of February 1961; and the Baltimore News-Post of February 6, 1961.

The Baltimore Beacon article was written by J. O. Shuger, president of the Safety First Club, and is entitled "Educate the Youth to Drive—and Live"; and is as follows:

SAFETY FIRST

(By J. O. Shuger)

EDUCATE THE YOUTH TO DRIVE—AND LIVE

Efforts are underway once more, during the current session of the State legislation, for the adoption of a statewide high school driver education enabling measure. Maryland would be following the lead of 15 other States.

The effectiveness of such a measure has been cited and proved time and time again. Maryland has a million and a quarter licensed drivers and 18 percent are in the age bracket of 24 or younger. Yet these 18 percent are involved in 37 percent of the total accidents and in 35 percent of the fatal accidents.

An official of the Insurance Information Institute has reported that in 1959, 20,292 of the Maryland drivers involved in 54,775 accidents were under 24 years of age.

Two orthopedic surgeons reported to the American Medical Association that traffic accidents are by far the highest cause of death in the age group between 15 and 25 years. In that age category, 42 percent of deaths are caused by traffic accidents. Furthermore: Almost 30 percent of drivers involved in fatal accidents each year are caused by traffic accidents. They advocate complete, behind-the-wheel driver training for all high schools as a means of reducing traffic accidents by one-half.

A speaker at the National Safety Congress told the delegates: "To solve U.S. traffic accident problems, we must produce a new crop of drivers. We must either educate all youth to drive or take them off the road. We don't want the latter; so we must educate children to drive—and to live."

Our public high schools in Maryland represent the only agency of the State that can reach the bulk of youth at the time they attain legal driving age. The State legislature should adopt a driver education statute. It would be a most effective weapon in Maryland's expanding program for reducing traffic fatalities and injuries on our streets and highways.

The Baltimore News-Post article captioned "Driver Courses in Schools Vital," was written by Ralph J. Sybert. It is as follows:

DRIVER COURSES IN SCHOOLS VITAL

(By Ralph J. Sybert)

The need for driver education in all the States public high schools as a means of reducing traffic slaughter is being urged on Governor Tawes today with widespread backing neither he nor the legislature can discount.

Among groups joining the Baltimore Safety Council and the Allstate Safety Crusade at a hearing are the Maryland District AFL–CIO, the Automobile Club of Maryland, Maryland Congress of Parents and Teachers, the Mayor's Youth Advisory Council and the Keystone Automobile Club.

Also the Maryland Traffic Safety Commission and the Safety First Club of Maryland.

Bills, virtually identical, approved by the State Legislative Council, are before both houses of the legislature.

WOULD NOT BE MANDATORY

They would make driver courses available but not mandatory to the students. The program would be financed by an increase from the present $1 to $5 in the cost of learners' licenses—usually a once-in-a-lifetime fee.

A wave of increased recognition that imparting of skill and right attitudes to young drivers will save many lives and injuries is sweeping the Nation.

Fifteen States recently have begun providing State financial backing to school systems for the purpose.

Three others—Connecticut, Maine, and Michigan—have laws stipulating that no one aged 18 or under may apply for a driver's license until after successful completion of a driving course approved by the State.

The Safety Council foresees that the Federal Government may take control with a program if States fail to act. Congress has considered two such bills.

It is emphasized that courses mean more than just behind-wheel training. They would include classroom instruction in self-discipline, courtesy, respect for the rights of others and in the laws of physics affecting vehicle movements.

POINTS MADE BY COUNCIL

Among points made by the council are:

Of 1.2 million licensed drivers in Maryland, 18 percent are under age 25, but this age bracket produces 35 percent of fatal accidents.

The same bracket accounts for $32 million of the $86 million annual cost of traffic accidents in this State.

Young driver accidents are, on average, twice as severe casualtywise and more than twice as expensive as adult ones, in Maryland and nationally.

National studies indicate high school driver education reduces involvement of the young drivers in both accidents and arrests by 50 percent or more.

It affords parents increased peace of mind.

Some insurance groups recognize successful completion of approved driving courses with lower premium rates.

BACKED BY EDUCATORS

A council survey of public high school principals this year revealed that 58 consider driver education of great value, 34 think it of some value, and none call it of no value. Also that 87 percent of principals feel that parents want it for their children.

Governor Tawes has said he favors the principle of such courses.

Dr. Thomas G. Pullen, Jr., State superintendent of education, considers it "one of the most valuable educational services we can offer * * * we cannot in good conscience ignore the vital implications * * *."

A core of responsible young drivers tends to make dangerous hot-rodding unfashionable.

The program up for hearing today is the only important road safety measure at issue in this session.

It is difficult to see how State officials concerned with the blood bath on our roads can refuse to adopt it.

Work of Mrs. "Dicky" Roth

EXTENSION OF REMARKS

OF

HON. KENNETH B. KEATING

OF NEW YORK

IN THE SENATE OF THE UNITED STATES

Thursday, February 16, 1961

Mr. KEATING. Mr. President, yesterday I was extremely gratified to receive messages delivered to me by one of my constituents, Mrs. Andrew W. Roth ("Dicky" Roth of Croton-on-Hudson, N.Y.). Mrs. Roth expresses the opinions of over 3,500 American citizens from 45 States. Her statement based on these communications presents a very clear picture of opinions on electoral reforms. I hope I speak for a majority in the Congress when I say we must endeavor to heed these suggestions for better and more effective campaign, nominating, and election laws.

I have long favored a full-scale and intensive study of our Nation's election procedures. I am delighted that Mrs. Roth has done so much to help, and I hope that her views and the thousands of Americans who have been in touch with her will be given serious and earnest consideration by the Congress. My distinguished colleague [Mr. JAVITS] has requested me to state that he desires to associate himself with these remarks.

I ask unanimous consent that a statement which Mrs. Roth has prepared on the correspondence referred to above appear in the Appendix of the RECORD.

There being no objection, the statement was ordered to be printed in the RECORD, as follows:

THE COMMON COMMENTS IN APPROXIMATELY 3,500 RESPONSES TO NEW YORK TIMES ARTICLE

IN 85 TO 100 PERCENT OF THE LETTERS

Demanding a new system of nominating and electing Presidents; to be uniform in all States and heeding the will of the people (100 percent).

Secretary of State to be named on preelection tickets as the Vice President is now.

Laws to render and enforce equal campaign expenditure and funds for the nominees, and qualified candidates, eliminating all possibility of money handicap or advantage. About 70 percent of the communications suggested a "voting-registration tax." These proposals ranged from 25 cents per head to $5 per head. About half proposed once a year tax; the other half proposed once every 4 years. About 85 percent of the proposals selected 50 cents per head, contending 60 million votes would create an ample campaign fund of $30 million. The candidates and nominees to be restricted to campaign spending within their uniform fund allotments; any expenditure beyond his fund allotment to permanently disqualify the candidate or nominee; maneuvering or false reporting of campaign expenses to be a Federal criminal offense.

Preferably abolish conventions, or if this impossible, eliminate all "hoopla and circus." No more "favorite sons"; no more fancy hats, balloons, theatrics, etc. Many considered car stickers and dignified buttons useful as serious, indicative emblems, but otherwise every missive vehemently condemned all else as disgusting, revolting, shameful frivolity, deteriorating a solemn matter. (Almost a hundred letters, nationwide, stated that though the writers were Democrats, they were so revolted by the Democratic Convention that they voted Republican.)

Effective means devised to eliminate political reprisal and patronage. The man most qualified for the job must be appointed, regardless whom he did or did not support preelection. All of the letters implied strongly that henceforth a man's patriotism must rate above his partyism and that at

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK 22, N. Y.

Marines

February 9, 1961

Dear Mr. Murrow:

David Lowe is anxious to be sure that you have all the relevant documentation concerning HARVEST OF SHAME. He mentioned specific items which I obtained from Mr. Fisher's office today and am sending herewith.

I hope all goes well with you these days, and want to tell you that you are sorely missed at 485.

As ever,

K.C.

Mr. Edward R. Murrow, Director
United States Information Agency
1776 Pennsylvania Avenue, N.W.
Washington, D. C.

KC:gw
encl

→ TOM FISHER -
for draft of answer
RES

American Farm Bureau Federation

WASHINGTON OFFICE
425 13TH ST., N. W.
WASHINGTON 4, D. C.

CABLE ADDRESS: AMFARMBUR

January 10, 1961

RSS
Accept Regret
Appropriate action
Background?
FYI File USM
Note & Return
Phone FS
Reply direct
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Mr. Frank Stanton, President
Columbia Broadcasting Company
485 Madison Avenue
New York 22, New York

Re: CBS broadcast,
"Harvest of Shame"

Dear Mr. Stanton:

Please find enclosed a copy of a resolution adopted January 4, 1961, by the Board of Directors of the American Farm Bureau Federation relative to the CBS broadcast on November 25, 1960, entitled "Harvest of Shame."

We also are enclosing a detailed summary of some of the more flagrant inaccuracies and distortions incorporated in this presentation.

Sincerely yours,

Charles B. Shuman

Charles B. Shuman
President

Enclosures

ACTION OF BOARD OF DIRECTORS OF THE AMERICAN FARM BUREAU FEDERATION,
January 4, 1961

The broadcasting by the Columbia Broadcasting Company on November 25, 1960 of the Murrow-Friendly production "Harvest of Shame" constitutes a major failure of this network to exercise its responsibility for honest and factual reporting.

The Murrow-Friendly production contained numerous errors of fact and omission, and erroneous inferences based upon inaccurate and incomplete factual data.

Such highly colored propaganda is to be particularly condemned when it is billed as a "documentary," as in this instance. The public has a right to expect any television program so billed to be objective and factual.

The selection of extreme situations and reactions to support a point of view, culled from a large volume of pictures and interviews over a period of many months, is not a procedure consistent with the responsibility of the television industry to the public.

In a society in which television plays such a major role in creating public opinion and in influencing legislative action, honest and fair reporting by such media is imperative.

Rigged documentaries are a much more serious abuse of responsibility than rigged quiz programs, because of the important effect they may have on public opinion and legislative action.

We therefore wish to express our concern in this respect by transmittal of this resolution, together with a copy of a detailed analysis of the factual errors in the Murrow-Friendly production to the Chairman of the Senate Subcommittee on Migratory Labor, the Chairman of the House Committee on Interstate and Foreign Commerce, the Chairman of the Senate Committee on Interstate and Foreign Commerce, the Chairman of the House Committee on Agriculture, the Chairman of the Senate Committee on Agriculture and Forestry, the President of the Columbia Broadcasting Corporation, the Philip Morris Company (sponsor of the program), the Chairman of the Federal Communications Commission and to other interested parties.

ANALYSIS OF "THE HARVEST OF SHAME"

(A CBS TV production by Ed Murrow and Fred Friendly, broadcast November 25, 1960)

1. Throughout the Murrow-Friendly production, the term "migratory labor" is used as though it included local labor, or that the term was synonymous with total farm labor. Actually domestic migratory labor is only about one-ninth of the total hired farm labor force. An additional one-ninth consists of Mexican and other foreign workers.

2. The television production fails to give credit for the progress that has been made in recent years, the improvement in housing, the enactment of state legislation of various kinds, the efforts of local authorities, the upward trend in farm wage rates, and other factors. To fail to recognize these improvements gives a distorted picture.

3. The opening scene is of a "shape up" for migrant workers in Florida, with the comment that "This is the way the humans who harvest the food for the best fed people in the world get hired. One farmer looked at this and said, 'We used to own our slaves. Now we just rent them.'"

In the first place, only a very small percentage of the people engaged in harvest farm work are hired through this procedure, so this is not a typical situation.

In the second place, how else can people be hired under the circumstances involved in this particular situation; that is, where many farmers need workers for a few days, and many workers are looking for such employment. A more common and less prejudicial term for this procedure is "day haul." The U.S. Employment Service, cooperating with State Employment Services, have promoted this means of employing farm labor in many areas. In fact, the Department of Labor requires farmers to cooperate in day haul programs, wherever they are feasible, as a condition of eligibility for interstate recruitment of domestic workers and/or the employment of Mexican Nationals.

If this is a "slave" labor practice, it is one that has been promoted for many years by the U.S. Department of Labor.

Quoting an unnamed person is a common propaganda trick used by persons who want to leave an inference, but want to avoid personal responsibility for its accuracy.

4. Early in the script appears the sentence, "It is the 1960 Grapes of Wrath that begins at the Mexican border in California and ends in Oregon and Washington."

The introduction of the "Grapes of Wrath" idea is obviously designed to create an unfavorable impression. The people depicted in "Grapes of Wrath" were homeless people from the dust bowl area seeking work of any kind at the bottom of the depression when there was no work available. Today's West Coast migrant workers, on the other hand, are seeking work and finding it if they want to. The average wages paid farm workers in the three states mentioned as of July 1, 1960, as reported by the U.S. Department of Agriculture in "Farm Labor," (LA 1(7-60)), are as follows:

Basis for Wage Payments	California	Oregon	Washington
Per month with house.....	$295.	$246.	$264.
Per month with board and room...	215.	189.	206.
Per hour with house.....	1.14	1.15	1.21
Per hour without board and room.	1.22	1.21	1.26
Composite rate per hour.....	1.182	1.162	1.213

These figures substantially understate real earnings for two principal reasons: (1) they are cash wages received only and do not include any valuation for perquisites provided, such as housing, meals, transportation, water, electricity, fuel, etc., and (2) no estimates are included of piece-rate earnings, although workers paid on a piece-work basis commonly earn more than workers paid on an hourly basis.

5. The next sentence in the script reads, "It is the story of men and women and children who worked 136 days of the year and averaged $900 a year."

The statistics cited are from an annual report issued by the U.S. Department of Agriculture. If improperly used without explanation, as in this instance, they are grossly misleading. The total hired farm labor force varies from 900,000 in winter months to 2,800,000 during the late summer harvest season. The harvest labor force includes hundreds of thousands of local people, children, high school students, retired people, housewives and others, who work a few weeks at harvest period, but who are not a permanent part of the farm labor force, and in most cases are only interested in temporary local employment. A substantial portion of the farm labor harvest force consists of small farmers who leave their farms for short periods to work in orchards or fields in nearby areas but who have no wish to work for extended periods. To lump all these various groups together and report the average number of days worked and money earned by such various categories of employees as though this was significant statistical information, without explanatory comment, is not honest reporting.

6. Part way through the script the narrator says, "From towns like this throughout Florida and throughout the South, the two to three millions move out on their annual migration which ends in late November. They carry with them whatever little they possess..." And again near the end of the script Mr. Murrow asks: "...must the two to three million migrants who help feed their fellow Americans..."

Not only is this grossly inaccurate, but the producers of the television program knew it was inaccurate. A CBS press release dated October 19, 1960 announcing the broadcast, made reference to "the estimated 3,000,000 workers who migrate with America's ripening crops." On October 20, 1960, the Press Relations Director of the American Farm Bureau Federation wrote Mr. David Lowe (who actually filmed the production and who had previously contacted us) to advise him that the number of migratory workers was far less than three million and provided him a reference for the factual situation.

Page 111 of the "Farm Labor Fact Book," published by the Department of Labor over the signature of Secretary of Labor Mitchell reports:

> "Approximately 400,000 different individuals at some time of the year engage in migratory farm work. This figure excludes some 150,000 migrants who travel with the migrant workers, and a roughly equivalent number who remain in the home base areas."

More recent and detailed data is reported monthly by the U.S. Department of Labor in "Farm Labor Market Developments" in which monthly estimates of the "Estimated Employment and Origin of Seasonal Hired Agricultural Workers" are reported. Data for the latest twelve month period are as follows:

Employment of Seasonal Farm Workers

	Total Seasonal Farm Labor Employment	Foreign (mostly Mexican workers) (Thousands)	Domestic workers, Total	Domestic workers, Local	Domestic, workers, Migrant
November, 1959.....	823	185	638	493	145
December, 1959.....	399	97	302	248	54
January, 1960.....	343	77	265	233	42
February, 1960.....	328	72	256	218	38
March, 1960.....	309	71	238	205	34
April, 1960.....	417	81	336	284	52
May, 1960.....	766	109	657	543	114
June, 1960.....	1,225	137	1,089	867	222
July, 1960.....	1,200	123	1,077	784	293
August, 1960.....	1,112	133	979	716	263
September, 1960.....	1,282	184	1,099	848	251
October, 1960.....	1,316	236	1,079	823	256

Thus, as shown in the final column, the highest number of domestic migratory workers employed in any month during this 12 month period was 293 thousand in July, 1960. At that time there may have been a few thousand more looking for work, but not more than that, because July is a peak harvest month in most areas during which almost all farmers growing crops with a high labor requirement are looking for workers.

This is a far cry from the "two to three millions" reported by Mr. Murrow.

Our letter to Mr. Lowe calling his attention to the error was acknowledged by telephone with a promise they would check their statistical data. The only apparent result of this protest was that the number was scaled down from "3,000,000" in the press release, to "two to three millions" in the Murrow-Friendly television production.

This is not honest reporting. The facts are available. The error was pointed out.

7. At one point the narrator questions a migrant: "How much did you earn?" The reply was $1.00." The presumption, although not clearly stated was that this was what the migrant had earned for a full day's work. Certainly the uninformed viewer could reasonably suppose this was a normal situation. And in the opening scene a man seeking to get a crew of workers together is quoted as saying: "Over here - seventy cents a day. We're paying today...."

The facts are quite different and are readily available. Farm labor wage data are reported in great detail by the U.S. Department of Agriculture. This data, for

July 1, 1960 (presumably about the date when most of the pictures in "Harvest of Shame" were filmed) are as follows (from "Farm Labor": U.S.D.A. July 11, 1960):

Basis on which wages are paid	U. S. Average Wage Rates Paid by Farmers as of July 1, 1960
Per month with house	$200.
Per month with board and room	149.
Per week with board and room	36.75
Per week without board and room	47.50
Per day with house	5.30
Per day with board and room	6.90
Per day without board and room	6.50
Per hour with house	.92
Per hour without room or board	1.02
Composite rate per hour (calculated from above data)	.812

As indicated above in a different connection, the wage data shown are cash wages only, and are substantially understated because (1) they include no valuation for housing, room and board, meals, food, transportation, water, electricity, fuel and other perquisites provided farm workers and (2) these official estimates do not include earnings of piece rate workers who commonly earn more per hour or day than workers employed on a time basis.

It certainly is misleading, and grossly so, to present what one woman said she made, and to fail to balance this with readily available average wage data from official sources.

Some of these wage rates may not be high compared with wages paid skilled industrial workers. But they are high in relation to what the farmer earns from employing them; accounting for the rapid adaption by farmers of new technology which is reducing migratory labor employment at a rapid rate.

It is also inadequate reporting to fail to note, whatever the situation relative to farm wage rates may be, that it is improving. Between 1950 and 1960 farm wage rates increased 47 percent according to reports of the U.S. Department of Agriculture, despite declining farm prices and incomes.

8. The woman worker who was presumed to earn one dollar a day (as set forth in previous section) was apparently not working very hard. The minimum rate for picking beans (the work she was engaged in) in the area is 60 cents a hamper. Most workers will have little difficulty picking two hampers or more an hour.

The Murrow-Friendly production questioned the worker about her children, which she said she had not left in the nursery, because it would have cost her 85 cents and she said she "Don't make enough to pay for it."

The picture failed to note that this worker's husband has a full-time permanent job and earns $83.50 a week (as reported by the Tampa Tribune of December 7, 1960).

9. The Murrow-Friendly production makes reference to the regulation of transportation of produce and cattle, and then goes on to say that "only six states have laws providing for the safe transportation of migrants within their borders."

Secretary of Labor Mitchell comments on the number of serious accidents where "people have been killed purely because there is no interstate standard with regard to safety."

It is perhaps understandable that Secretary Mitchell should be misinformed in this respect, but it is inconceivable that the producers of "Harvest of Shame," having devoted nine months to this subject, would not know of the existing regulations of the Interstate Commerce Commission relative to the transportation of workers by motor vehicle. This was authorized by legislation in 1956, and fairly comprehensive I.C.C. regulations have been in effect for several years. To fail to mention this cardinal fact is certainly error by omission, and gives a distorted untrue picture of the situation. Incidentally, no agricultural organizations opposed the enactment of the legislation authorizing the issuance of such regulations.

10. The film shows overloaded trucks filled with farm workers. It fails to note that these are trucks hauling workers to nearby fields, leaving the viewer to suppose they are trucks heading for distant points. The trucks pictured would not be in compliance with I.C.C. regulations for interstate travel.

11. At one point the film pictures an accident involving a truck in which 21 migrants were killed. This was an accident that occurred three years ago. Every form of transportation is subject to accidents. There is no evidence that injuries to migrant workers per mile traveled runs any higher than for other groups of travelers.

12. At various points in the script, the narrator interviews workers. These invariably turn out to be workers with large families. One has 9 children, one 14, another 5, another "eight or nine girls", another 9.

It is a little hard to understand how it is possible to avoid a social problem when people who do not own their homes or have a permanent job have families as large as these. In any event it is a little hard to understand why some people think farmers are to blame for this situation -- yet that is the implied inference running throughout Mr. Murrow's production.

13. In discussing the education of children of migrant workers, Mr. Murrow said, "There are 600,000 of them."

In testimony before a subcommittee of the Senate Education and Labor Committee on May 2, 1960, Mr. Ralph C. M. Flynt, Assistant Commissioner of the Office of Education said:

"No accurate national figure of the total number of migrant children exists, but estimates range from 350 thousand to 500 thousand."

A lower figure is indicated in the following quotation from "Farm Labor Fact Book" (page 111) by the U. S. Department of Labor:

"Approximately 400,000 different individuals at some time of the year engage in migratory farm work. This figure excludes some 150,000 dependents who travel with the migrant workers."

In a paper dated September 4, 1959, entitled "Employment and Child Labor of Migrant Children" furnished us by the Office of Education, appears the following:

high school principals

"The Department of Agriculture estimates that in 1954 there were about 320,000 children under 18, dependent upon the earnings of migrant farm workers. Nearly half of these migrated with their families including about 100,000 children under 14."

Recognizing that a serious problem of education of migrant children exists, we see no valid purpose in exaggerating the size of the problem.

Incidentally, these official estimates relative to the number of migrant children, compared with correct data relative to the number of migrants, disclose that the film's portrayal of large migrant families is another factual distortion. Some migrant families may be large; but obviously most are not.

14. Mr. Murrow says that "The United States Office of Education reports that the migratory workers have the highest rate of illiteracy in the country. Approximately, one out of every 500 children whose parents are still migrant workers finishes grade school. Approximately, one out of every 5000 ever finishes high school. And there is no case upon the record of the child of a migrant laborer ever receiving a college diploma." We have inquired of the Department of Education concerning the source of this information, without being able to find it. We have read a mass of reports furnished us by the Office of Education without finding anything to support these estimates. The Secretary of the President's Committee on Migratory Labor and the staff of the Senate Migratory Labor Subcommittee cannot advise us of the source of this information.

Shirley Brown

It should further be noted that the Friendly-Murrow production fails, as usual, to reflect the major progress that has been made in this respect in recent years. Thus the "Report to the President on Domestic Migratory Farm Labor" of the President's Committee on Migratory Labor says (page 17-18) "...there is a definite trend, ~~particularly since 1954~~, of increased and sustained interest on the part of State Departments of education, local school districts and communities, and private organizations to provide for the educational needs of migrants."

15. The script shows a number of views of derelict housing occupied by migrants. The producers must have sought far and wide to discover the most dilapidated housing they could find. The television production does not balance this showing of the worst housing with comparable presentation of relatively good housing provided farm workers in many areas; nor does it adequately reflect the fact that the provision of good housing for a period of a few weeks is a tremendous financial burden that farmers have sought to meet as best they can, and are meeting to an extent not made clear by the picture.

The improvements in migratory labor housing which have been and are being made are recognized by anyone at all close to the situation. To quote from one of numerous sources: the U. S. Department of Labor, in a publication entitled "This is How 12 Camps for Migratory Workers in Agriculture are Operated" (BES No. F-171) comments in the preface, "The responsibility (for providing adequate housing) is being met with steady and progressive improvement in housing for migratory workers."

16. At one point, Mr. Murrow says that some migrants "have tried to leave the endless migratory stream. Wherever this happens, the local slum areas expand."

Actually, a substantial number of migratory workers settle down every year and become permanent residents of many communities, sometimes it is true, resulting in

the creation of slum areas, but in most cases without adverse effect on the community. Migrants commonly become permanent farm employees, supervisors, and in many instances farmers, or find jobs outside agriculture.

The idea that the migrant is caught in a trap from which he cannot extricate himself successfully is fallacious. This may be true with some workers of limited capacity - but in general, the door is open and many use it. So far as finding permanent farm jobs, about the only absolute prerequisite, other than physical, is willingness.

17. The narrator asserts that the employment of Mexican and other foreign workers "depresses the wage scale of the domestic migrants."

The use of the word "depresses" leaves the inference that farm wages are being driven down by the presence of these workers.

Nothing could be further from the truth. Farm wages, between 1950 and 1960 increased 47 percent, according to official reports of the U.S. Department of Agriculture, and farm wages in all areas increased by approximately the same percentage. This was during a period in which farm prices and farm incomes were declining.

18. At one point the narrator questions a minister about crew leaders. The minister said that the "grower pays them 45¢ to pick a crate of tomatoes and then they go around and pay the laborer 12¢ at the most..."

Now it is quite true there are crew leaders who do not treat their workers fairly. It is also quite true that many farmers get blamed for the practices of crew leaders.

who added no

However, the facts stated are so wildly improbable, and even if true in a particular case so untypical, as to give credence to what we are confident is the case -- that the producers of the show questioned many people, and carefully selected the most extreme adverse reactions and situations, and reported them in such manner as to mislead the viewer to suppose this was the usual situation.

19. Toward the end of the program the film portrayed a "breadline" scene, with the comment that "This happened in the U.S. in 1960, a line of humans waiting for a ration of canned goods, milk and bread."

But Sam Mase, writing in the Tampa Tribune, said that two representatives of the sponsors, Philip Morris, Inc., sent to Florida to investigate complaints about the Murrow-Friendly production, "learned that the breadline of hungry migrants which appeared in the documentary was not a current situation, but represented instead a period several years ago when a big freeze destroyed most Florida vegetable crops, leaving migrants unemployed."

Summary: In any television production proclaimed as a "documentary," the public is entitled to expect the producers will set forth an unbiased factual presentation of the issue. In this case the producers failed to perform their elementary responsibility of honest reporting. This was a highly colored propaganda job. The public was misled as to the situation, and the public relations of farmers were irreparably damaged. The public and farmers have a right to expect of our television broadcasting companies a more objective presentation of any factual situation than was portrayed in "Harvest of Shame."

P. HAMLLEE, JR., PALMETTO
PRESIDENT

ROY VANDERGRIFF
VICE PRESIDENT

FLORIDA FRUIT & VEGETABLE ASSOCIATION

A NON-PROFIT CO-OPERATIVE ASSOCIATION

TELEPHONE CHERRY 1-5331
P. O. BOX 6787

4401 E. COLONIAL DRIVE
ORLANDO, FLORIDA

January 24, 1961

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GEORGE F. BORN
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LABOR PLACEMENT
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ACCOUNTING
JAMES E. LEAVELL
ADMINISTRATIVE ASSISTANT

The Honorable George A. Smathers
United States Senator
Senate Office Building
Washington, D. C.

SEN. GEORGE SMATHERS
RECEIVED
JAN 25
WASHINGTON, D. C.

Dear Senator Smathers:

Pursuant to the telegram sent to you on January 23 by Mrs. Ruth S. Wedgworth, Chairman of FFVA's Labor Public Information Committee, I am enclosing certain evidence of the falsified and exaggerated nature of the film "Harvest of Shame", which was presented on the program, CBS Reports, November 25, 1960, and which, we understand will be presented in the Senate Auditorium, January 30, under the sponsorship of the AFL-CIO and others.

I am enclosing a copy of the "Harvest of Shame" script, which was supplied by CBS. It would be possible to go to great lengths in discrediting most of that which was presented as fact in this film, but we believe that it will suffice to highlight certain instances which we feel are sufficient to clearly establish the falsified and exaggerated nature of the film.

On page 7, of the script, David Lowe, CBS Producer, interviewing Alean King, bean picker, asked why her children had been left alone at the Okeechobee Camp, and why didn't she put them in the nursery. Mrs. King replied that she did not earn enough to pay for it. She went on to say that she would work from 6:00 A.M. to 4:00 P.M. that day and would earn $1.00. The facts are: (a) Mrs. King's husband, Will King, has been an employee at the Okeelanta Sugar Refinery since 1956, when he started at $66.00 per week. He now receives a salary of $83.50 per week---for 56 hours of straight time and 4 hours overtime; (b) good bean pickers can pick twenty bushels per day, for which they are paid at the rate of 60¢-75¢ per bushel, or more.

On page 8, Mr. Lowe established that Alean King is twenty-nine years of age and that she has fourteen children who must be supported on the meager income previously implied. The facts are: (a) Mrs. King has seven children living and seven who are dead, two having been stillborn; (b) lest it be alleged that these deceased children were the victims of inadequate medical care due to the "financial plight" of this family, the record shows that in 1958, the county welfare agency in West Palm Beach paid $943.80 to St. Mary's Hospital for the care of Katherine King (still living) and, additionally, over $1,000 in hospital

and medical bills have been written off by the local hospital and doctors at Belle Glade in connection with medical treatment afforded the King family over the last several years.

On page 19, Mr. Murrow raises the question of the education of migrant children. He states that only one out of every 500 children whose parents are migrant laborers finishes grade school; that only one out of every 5,000 ever finishes high school---and that there is no case upon the record of a child of a migrant laborer ever receiving a college diploma. The facts are: (a) Deeply resentful of this slur on the CBS program, Harvey Poole, a Belle Glade Negro leader, immediately began to compile a list of migrant children who had completed college. According to Sam Mase, Tampa Tribune staff writer, by December 5, Poole's list of migrant children who had received college diplomas had grown to more than 100 youths. Additionally, there are many local outstanding examples of the attainments of these migrant children. The migrant labor force has produced such college graduates as: Ollice Davis, coach and teacher at East Lake High School in Pahokee; Gerald Berk, teacher at Lake Shore High School in Belle Glade; Eugene Lincoln, teacher at Lincoln High School in Riviera Beach (his wife, Lavena Lincoln, is a registered nurse at West Palm Beach Hospital); Willie Pifron, band instructor for several schools in the Lake Okeechobee area; Deleis White, teacher at Lake Shore Elementary School in Belle Glade; Katherine White, teacher at Okeechobee Elementary School; Helen Verene, Doris Harrell and Julia Johnson, teachers at East Lake Elementary School in Pahokee; Helen Morris, principal at Belle Glade High School---and the niece of Alean King herself, Earlene King Hudson, who is a teacher at Lake Shore High School in Belle Glade. Another prominent college graduate is the nationally known missionary, Mrs. Billie Davis, who is married to a minister and now lives in California.

With reference to the percentage of migrants who graduate from high school, the records at Lake Shore High School in Belle Glade show that over 30% of the graduates during the last five years have been migrant children; of that number, over 20% have attended college or have graduated. There were 65 such migrant children who graduated from high school; using Mr. Murrow's ratio of one out of every 5,000, this would indicate that there were 325,000 migrant children who should have graduated from that high school during this five-year period.

On page 29, Mr. Murrow makes that statement that the rent charged migrant workers in Florida is $15.00 per room, per week. The fact is: an exhaustive survey by those who are directly concerned in the Homestead, Immokalee, Pahokee and Belle Glade area, indicates that $7.00 per week is the highest rate paid for a one-room apartment, and $12.50 is the highest rate paid for apartments consisting of living room, bedroom, kitchen and bath. In the latter instance, the living room is also used for sleeping purposes. When it is considered that this housing is subjected to terrific abuse at the hands of the tenants, who occupy it seasonally for brief periods, the cost of housing is considered to be relatively low.

In Edward R. Murrow's closing words on page 31, he states that American farm workers do not have the strength to influence legislation, but---"MAYBE we do." This is clearly an admission by Mr. Murrow that CBS is using its public franchised facility for the purpose of taking the position of an advocate to influence (or intimidate) members of the Congress and the general public. When it has been demonstrated that this network will resort to distortion of fact and careless handling of the truth in order to advance its purposes, it becomes clear that all Americans face a new threat---the threat of subservience to and domination by those who control these network programs, for they have perhaps the most powerful medium of all with which to guide or misguide, inform or misinform, bulwark or subvert, the processes of our Republican form of government. Certainly, if the Federal Communications Commission has no existing authority by which it can require proper utilization of radio and television frequencies and channels, it should be given such authority that will protect the public against dishonest reporting and unethical use of such franchises.

Philip Morris Company, Inc. sponsored the original CBS Reports program, "Harvest of Shame". Following the program, which produced widespread criticism, the Company sent two of its executives to the Belle Glade area to investigate the facts. They were: Robert W. Morris, Director of Personnel and Community Relations, and James C. Bowling, Director of Public Relations. Mr. Bowling stated that CBS would not permit sponsors to review its "CBS Reports" series in advance. As a result, he stated, no one in the Philip Morris firm had an idea of what it had bought until the program was aired. Both of the advertiser's representatives said they were convinced, after visiting areas in the State where migrant labor is utilized, that the CBS show was unfair.

Leading State officials also were highly critical of the distorted nature of the program.

A number of individuals who were interviewed and filmed, under the impression that their comments were to be included on the program, subsequently realized that their appearances and remarks had either been totally eliminated or seriously edited. As a result, the "other side" of the migrant labor story did not emerge. Such persons included: Ralph Moss, Chief of the Farm Labor Division of the Florida State Employment Service, and Charles B. Shuman, President of the American Farm Bureau Federation.

CBS has released copies of the film for national distribution on a sale or rental basis through 33 distributing centers. Since these centers are largely associated with colleges and universities, the tremendous impact of this propaganda upon the American public becomes even more magnified---and the dangers of such use of the networks become even more evident.

Florida agriculture is indeed hopeful that this situation can be corrected and that steps can be taken to debunk "Harvest of Shame".

Sincerely,

W. H. Anderson, Jr.
Assistant General Manager

WHAJr:ft

am hopeful that we can gain early hearings on this legislation and that we shall have the measure before the House promptly.

SELF-HELP FOR EDUCATION

(Mr. POFF asked and was given permission to address the House for 1 minute and to revise and extend his remarks.)

Mr. POFF. Mr. Speaker, I have introduced again this year the same bill I introduced in the last Congress incorporating the essentials of what has come to be known as the Scrivner plan. The bill bears the number House Joint Resolution 63.

In the last Congress I opposed the Federal grant-in-aid program for public school construction. I did so for a number of reasons. First of all, according to the reports of the Education Study Committee of the Commission on Intergovernmental Relations and the White House Conference on Education, there is no crisis in the school construction program which the States individually cannot meet without Federal money gifts. Secondly, I became convinced that Federal aid grants would delay rather than stimulate school construction by local school districts and that a Federal grant program would penalize local school districts which have already built all of the schools they need. In a speech on the subject, I pointed out the grave policy issues with reference to private and religious schools which such a grant program would raise.

Primarily, however, my reason for opposing the program was my fear that Federal dominion and control, either immediately or by progressive future steps, would follow as an unavoidable consequence of money gifts. Believing as I do that the Federal Government should not control our local school systems in any measure, I was unwilling to lend my support to such a dooropener.

Entirely aside from the foregoing reasons, there is yet another compelling reason why the Federal Government should not launch itself upon this new aid-to-States program. The Federal Government can give to the States nothing which it does not first take from the citizens of the States, and the amount it gives back is the difference between what it takes and what it costs to administer the program, which cost has been estimated as high as 30 to 35 percent of total appropriations.

The bill which I have introduced would save these overhead expenses, preclude the danger of Federal control and enable the individual States to build their own schools, according to the judgment of their own officials with money collected from their own citizens. My bill provides in part as follows:

> That 1 per centum of all income taxes collected on individual and corporate income under Federal statutes shall be deemed to be revenue for the State or territory within which it is collected, for use, for educational purposes only, without any Federal direction, control, or interference.

My bill further instructs the Federal Internal Revenue Directors in each State to transfer this money to the State treasurer Thereafter, no Federal official would have any control over it whatsoever, and it would be spent under the exclusive direction of State education officials for educational purposes only.

In fiscal year 1956, the Federal Government collected from all the States and territories in personal and corporate income taxes a total of $62,972,969,000. Under this plan, $629,729,690 would be returned to the States for school purposes every year so long as needed. Virginia's share, based on 1956 income taxes paid, would be $7,387,070.

I understand that the principles of this bill have been incorporated in bills introduced or to be introduced by several Members of the House. I earnestly trust that the committee which has these bills in charge will give them a sympathetic hearing and that this plan will be substituted as an alternative to the proposed Federal grant program which cannot fail to thrust our local school systems into the handcuffs of Federal control.

"THE HARVEST OF SHAME"

(Mr. MICHEL (at the request of Mr. BARRY) was given permission to extend his remarks at this point in the RECORD).

Mr MICHEL. Mr. Speaker, last November 25 the CBS Television Network produced a show by Ed Murrow and Fred Friendly entitled "The Harvest of Shame." Following this presentation I received a number of calls and communications from my constituents expressing their consternation that such conditions as presented in this so-called documentary should exist in this country.

Recently the AFL-CIO sponsored a showing of this TV production for Members of Congress. As a matter of fact it took place on Monday, January 30.

I have asked for this time today, Mr. Speaker, to point up some obvious misrepresentations and inexcusable omissions of this CBS presentation, "Harvest of Shame." The American Farm Bureau Federation did an excellent analysis of the film and using this as a basis, together with other information researched by my office, I should like to set the record straight to answer those constituents of mine who have expressed their concern, and to let all the American people for that matter, know precisely what the true picture is concerning our migratory farmworkers.

In the first place, throughout this production, the term "migratory labor" is employed as though it included local workers who are not migratory, or that the term is synonymous with the total number of farmworkers. Actually, the domestic migratory labor force constitutes only about one-ninth of all such laborers in the United States. Another one-ninth are from Mexico.

I feel that it is a serious and inexcusable omission that this broadcast does not give credit for the progress that has been made in recent years, namely, in housing facilities, the adoption of more modern laws by the States, valiant efforts made by local authorities, the upturn in the farm wage rates, and other very important factors. Failure to cite these improvements gives false impressions.

The opening scene is what this show calls a shapeup for migrant workers in Florida and the opening comment is: "This is the way the humans who harvest the food for the best fed people in the world get hired." Then, one farmer looks at this and says, "We used to own our slaves. Now we just rent them."

Now, in the first place in these days, only a very few people are hired through the procedure just described, so it is not at all typical. In the second place, under the circumstances involved in this particular situation, how else can harvest workers be employed; that is, particularly when many farmers need only a few workers or need help for only a few days and many persons are seeking such emploment? A more common, and certainly a more judicial term f such work is "day haul."

Why did not these show producer explain that the U.S. Employment Service, in cooperation with State employment offices, promotes this type of employment? Would it have spoiled their show? As a matter of fact, the Department of Labor requires farmers to cooperate in day-haul programs whenever feasible as a condition of eligibility for interstate recruiting of domestic workers and/or the hiring of Mexicans.

This is a strange type of reporting—the cub type—especially in a show that purports to be a documentary presentation. This is a far cry from the popular and accepted professional understanding of what a documentary is and should be.

Even more surprising is the realization that if this is a slave-labor practice, is it not odd that it is sponsored and endorsed by the U.S. Department of Labor?

An old and commonly used propaganda trick resorted to in this show is the quoting of a person or persons without naming them. This presents an image to the viewer without backing it with facts. Furthermore, it is used by those who want to avoid responsibility for the accuracy of the quotation.

In the introduction, the statement is made that "it is the 1960 grapes of wrath that begins at the Mexican border in California and ends in Oregon and the State of Washington." Now, I feel it only right to recall that the people depicted in the "Grapes of Wrath" were homeless and came from the Dust Bowl area. They were seeking any kind of work at all—at the depth of the depression—when no work was available. Certainly this is, to say the least, out of date, and one can only think, deliberately so in view of the information now available to anyone who takes the trouble to ask for it.

Now, let us look at today's scene. On the west coast in these days farm migrant workers not only are looking for work, but finding it easily, and at fairly decent wages, as I shall show presently. In fact, average pay in the three States aforementioned, as of July 1, 1960, as

reported by the U.S. Department of Agriculture are as follows:

Basis for wage payments	California	Oregon	Washington
Per month with house	$295.00	$246.00	$264.00
Per month with board and room	215.00	189.00	206.00
Per hour with house	1.14	1.15	1.21
Per hour without board and room	1.22	1.21	1.26
Composite rate per hour	1.182	1.162	1.213

Real earnings are substantially understated by the foregoing figures for two main reasons: They are merely cash wages received, and not do not reflect any valuation whatever for the prerequisites that are provided to workers, such as housing, meals, transportation, a supply of water, electricity, fuel, and so forth, and they do not include estimates of piece-rate earnings even though workers paid for piecework commonly earn more than those paid by the hour.

And now, here is another great big surprise. The next sentence of the script says:

It is the story of men and women and children who worked 136 days of the year and averaged $900 a year.

When improperly used without explanation, these statistics, from the annual report of the Department of Agriculture, are grossly misleading. It reminds me of the city editor who said to his newest reporter, "Did you check the facts? If you did not, and evidently you did not, you simply have not got a story unless the facts stand up under close investigation. They don't, so you haven't got a story."

A breakdown of these figures shows that the total hired farm labor force varies from 900,000 persons in winter months to 2,800,000 during the last summer harvest season. It is important to note here that the harvest labor force includes hundreds and even thousands of local people who never migrate to seek farm work. Among them are children, retired persons, housewives, and others. These people work only a few weeks a year on farms at the harvest period and are not in any sense of the word members of the farm labor force. Most of them are interested only in local jobs of a temporary nature and never have been, nor are they now, migratory workers. Others in considerable numbers seek employment on the farms of neighbors after their own harvesting is done and then call upon their neighbors to help them bring in their own crops.

To add all these groups together and give the impression that all are constantly migrating is little short of outright, criminal misrepresentation. And the producers of this show have cited these data without making any reference whatever to available statistical information. Nor have they interspersed any explanatory interpretations, although they easily could have done so.

Another gross inaccuracy occurs when, part way through the script, the narrator says:

From towns like this throughout Florida and throughout the South, the 2 or 3 million move out on their annual migration, which ends in late November. They carry with them whatever they possess.

And near the end of the script, Mr. Murrow asks:

Must the 2 or 3 million migrants who help feed their fellow Americans—

Here we have still another surprise. Not only is this statement totally inaccurate, but the producers of this show knew it was inaccurate. A Columbia Broadcasting System press release dated October 20, 1960, announcing the broadcast referred to the estimated 3 million workers who migrate with America's ripening crops. The next day, the press relations director of the American Farm Bureau Federation wrote to a certain Mr. David Lowe—who actually filmed the production and who, I am told, has previously contacted the Farm Bureau Federation—and informed him that the total number of migratory farm workers was far fewer than 3 million and even provided him with references to verify the facts.

It is interesting to note at this point that page 111 of the Farm Labor Fact Book, published by the Department of Labor, and cited in a press release sent out by the Farm Bureau group over the signature of then Secretary of Labor Mitchell reports:

Approximately 400,000 different individuals at some time of the year engage in migratory farm work. This figure excludes some 150,000 dependents who travel with the migrant workers, and a roughly equivalent number who remain in the home base areas.

More recent and detailed data is reported monthly by the U.S. Department of Labor in Farm Labor Market Developments in which monthly estimates of the estimated employment and origin of seasonal hired agricultural workers are reported. Data for the latest 12-month period are as follows:

Employment of seasonal farmworkers

	Total seasonal farm labor employment	Foreign (mostly Mexican workers)	Domestic workers		
			Total	Local	Migrant
		Thousands			
1959—November	823	185	638	493	145
December	399	97	302	248	54
1960—January	343	77	265	233	42
February	328	72	256	218	38
March	309	71	238	205	34
April	417	81	336	284	52
May	766	109	657	543	114
June	1,225	137	1,089	867	222
July	1,200	123	1,077	784	293
August	1,112	133	979	716	263
September	1,282	184	1,099	848	251
October	1,316	236	1,079	823	256

Now please not that, although there might have been a few thousand more persons looking for work—but not many more than that because July is a peak harvest month in most areas during which almost all farmers who grow crops have a high requirement of labor—the greatest number of domestic migratory workers employed in any month during the 12-month period shown in the foregoing table, was 293,000 in July 1960. Assuredly this is a sizable difference from the 2 to 3 millions cited by Mr. Murrow.

The Farm Bureau people tell me that their letter to Mr. Lowe calling his attention to the error was acknowledged by telephone accompanied by a promise that they would take another and closer look at their statistical data. Another disappointing surprise, at least, to me, was that the only apparent result of the protest was that the 3 million cited in the press release was scaled down to 2 or 3 millions in the Murrow-Friendly television production itself.

I protest that this is not honest reporting and I submit that this also is an understatement. The facts were available. The error was pointed out. I cannot come to any other conclusion than that this was gross misrepresentation and that the explanation offered was anything but a lame one.

Still another inconsistency comes to my attention. At one point the narrator asks a migrant: "How much did you earn?" The reply was: "One dollar." The presumption here, although not clearly stated, was that the dollar was all that worker earned for that day. I submit that the average viewer could with understandable justification assume that this pay situation was normal.

Furthermore, in the opening scene, a man trying to assemble a crew of workers is quoted as saying, "Over here—75 cents a day we're paying today."

Actually, the facts are quite different and they are readily verifiable to anyone who wants them. Data on farm wages are reported in great detail by the U.S. Department of Agriculture. This data, for July 1, 1960—presumably about the date when most of the pictures in "Harvest of Shame" were filmed—are as follows—from Farm Labor, U.S. Department of Agriculture, July 11, 1960:

U.S. average wage rates paid by farmers as of July 1, 1960

Basis on which wages are paid:	
Per month with house	$200.00
Per month with board and room	149.00
Per week with board and room	36.75
Per week without board and room	47.50
Per day with house	5.30
Per day with board and room	6.90
Per day without board and room	6.50
Per hour with house	.92
Per hour without room or board	1.02
Composite rate per hour (calculated from above data)	.812

At this point I find it difficult to improve upon the phraseology of the American Farm Bureau Federation release sent to my office. It says:

As indicated in the above table in a different connection the wage data shown are cash wages only and are substantially understated because (1) they include no valuation for housing, room and board, meals, food, transportation, water, electricity, fuel, and other prerequisites provided to farmworkers and (2) these official estimates do not include earnings of piece-rate workers who commonly earn more per hour or day than workers employed on a time basis.

It certainly is misleading, and grossly so, to represent what one woman said that she made and to fail to balance this statement with readily available average wage data from official sources.

Some of these wage rates may not be high compared with wages paid to skilled industrial workers, but they are high in relation to what the farmer earns from employing them; accounting for the rapid adoption by farmers of new technology which is reducing migratory labor employment at a rapid pace.

Whatever the situation relative to farm wage rates may be, it certainly is also inadequate reporting to fail to note, whatever the situation may be, that it is improving. Between 1950 and 1960 farm wage rates increased 47 percent according to reports of the U.S. Department of Agriculture, despite declining farm prices and incomes. It is a fair assumption that the woman just cited above who was presumed to have earned $1 a day was apparently not working very hard. The minimum rate for picking beans, the work that she was engaged in, in that area was 60 cents a hamper. Most workers will have little difficulty picking two hampers or more an hour.

The worker was questioned during the Murrow-Friendly production concerning her children whom she said she had not left in a nursery because it would have cost her 85 cents and she did not have the money to pay for it.

What the picture failed to note is that this worker's husband has had a full-time permanent job at the Okeelanta Sugar Refinery since 1956 and earns $83.50 a week as reported by the Tampa Tribune of December 7, 1960.

Still another instance of inadequate reporting is brought to my attention in the Murrow-Friendly production which referred to the regulation of transportation of produce and cattle, and then goes on to say that—

Only six States have laws providing for the safe transportation of migrants within their borders.

Failure of the show to note that the existing regulations of the Interstate Commerce Commission relative to the transportation of workers by motor vehicle seems an inexcusable oversight.

Legislation authorizing this has been in existence since 1956 and fairly comprehensive ICC regulations have been in effect for several years. To fail to mention this cardinal fact is certainly error by omission and gives a distorted untrue picture of the situation. Incidentally, no agricultural organizations opposed the enactment of the legislation authorizing the issuance of these regulations. This also is not mentioned. How could the producers of this show overlook the fact that Secretary of Labor Mitchell has commented on the number of serious accidents in which people have been killed purely because there is no interstate standard with regard to safety? Although it is understandable that Secretary Mitchell might be misinformed in this respect, it is inconceivable that the producers of "Harvest of Shame," having devoted 9 months to this subject, would not know of the existing regulations.

Another misleading scene appears in this show. It depicts overloaded trucks filled with farm workers, but it fails to note that these are trucks hauling workers to nearby fields near their homes, leaving the viewer to supose that they are trucks heading for distant points. The trucks pictured would not be in compliance with ICC regulations for interstate travel. Had this scene and these facts been cited, this scene would have had no useful part in the show.

And still another point. The film pictures an accident involving a truck in which 21 migrants were killed. This accident occurred 3 years ago. Every form of transportation is subject to accident. Yet the film gives no evidence that injuries to migrant workers per mile traveled runs any higher than for other groups of travelers.

At still other points in the script the narrator interviews workers who invariably turn out to be persons with large families. One has 9 children; another has 14; still another, 5; and still another, 8 or 9 girls; and finally, one with 9 children. It really taxes the imagination to understand how it is possible to avoid a social problem when people who do not own their own homes and who do not have a permanent job have families as large as these. In any event it is a little hard to understand why some people think farmers are to blame for this situation. Yet that is the implied inference running through Mr. Murrow's production.

Mr. Murrow says in his production that there are 600,000 of these migrant children who must be educated. At this point may I point out the testimony before a subcommittee of the Senate Education and Labor Committee given on May 2, 1960, by Mr. Ralph C. M. Flynt, Assistant Commissioner of the Office of Education, who said:

No accurate national figure of the total number of migrant children exists, but estimates range from 350,000 to 500,000.

A still lower figure is cited in the following quotation from Farm Labor Fact Book, page 111, by the U.S. Department of Labor:

Approximatley 400,000 different individuals at some time of the year engage in migratory farm work. This figure excludes some 150,000 dependents who travel with the migrant workers.

I call your attention to a paper dated September 4, 1959, entitled "Employment and Child Labor of Migrant Children," which is furnished to the Farm Bureau Federation and is cited by me in this extension. It was issued by the Office of Education and it says the Department of Agriculture estimates that in 1954 there were about 320,000 children under 18 years of age who were dependent upon the earnings of migrant farmworkers. Nearly half of these migrated with their families, including about 100,000 children less than 14 years of age.

Even if we recognize the fact that a serious problem of education of migrant children exists, we see no valid purpose in exaggerating the size of the problem.

The film's portrayal of large migrant families is another distortion of facts. Some migrant families may be large; but obviously most are not. The official estimates cited above regarding the number of migrant children compared with correct data relative to the number of migrants discloses this fact beyond the shadow of a doubt.

As to Mr. Murrow's assertion that—

The U.S. Office of Education reports that the migratory workers have the highest rate of illiteracy in the country. Approximately 1 out of every 500 children whose parents are still migrant workers finishes grade school. Approximately 1 out of every 5,000 ever finishes high school. And there is no case upon [illegible] of the child of a migrant laborer [illegible] receiving a college diploma.

We have inquired of the Department of Education concerning the source of this information. But we have not been able to find it. The Farm Bureau Federation furthermore reports that they have read a mass of reports furnished to it by the Office of Education without finding anything to support these estimates. Further inquiry shows that even the Secretary of the President's Committee on Migratory Labor and the staff of the Senate Migratory Labor Subcommittee cannot give us the source of this information. Mr. Harvey Poole, a Negro leader of Belle Glade, Fla., deeply resentful of this slur, has completed a list of children of migrant workers who have received college degrees. Furthermore, according to Sam Mase, a staff writer of the Tampa Tribune, by December 5 Mr. Poole's list of migrant children who had received college diplomas had grown to more than 100 persons; and this is only a small segment of the migratory farm labor force. Further interesting light is thrown upon this subject according to the Farm Bureau Federation who advises us that the records at Lake Shore High School in Belle Glade, Fla., showed that more than 30 percent of the graduates of that high school during the past 5 years have been migrant children—and that more than 20 percent of them have gone on to college.

I further call to your attention the fact that the Friendly-Murrow production fails as usual to reflect the major progress that has been made in this respect in recent years. I call to your attention the Report to the President on Domestic Migratory Farm Labor of the President's Committee on Migratory Labor, which says on page 17 to 18:

There is a definite trend, particularly since 1954, of increased and sustained interest on the part of State departments of education, local school districts and communities,

and private organizations to provide for the educational needs of migrants.

The producers of this show must have looked far and wide to discover the most dilapidated type of housing that they could find for the script, and it shows a number of views of tumbled-down housing facilities occupied by migrants. The television production does not balance this showing of the worst housing with comparable presentation of relatively good housing provided to farm workers in many areas, nor does it adequately reflect the fact that the provision of good housing for a period of a few weeks is a tremendous financial burden that farmers have sought to meet as best they can and are meeting to an extent not made clear at all by the picture. This in spite of the fact that improvements in migratory labor housing which have been and are being made are recognized easily by anyone who is at all close to the situation. To quote from one of the numerous sources, the U.S. Department of Labor, in a publication titled "This Is How 12 Camps for Migratory Workers in Agriculture Are Operated," the preface says,

> The responsibility (for providing adequate housing) is being met with steady and progressive improvement in housing for migratory workers.

At one point Mr. Murrow said that—

> Some migrants have tried to leave the endless migratory stream.

And he adds:

> Wherever this happens, the local slum areas expand.

Although a substantial number of migratory workers do settle down every year and become permanent residents of many communities resulting in the creation of slum areas, most of them do so without any adverse effect on the community. Such migrants commonly become permanent farm employees' supervisors and many of the farmers for some find jobs outside of agriculture.

Another fallacy which we noted with some surprise is the idea given by this production that the migrant somehow is caught in a trap from which he cannot extricate himself. This may be true of some workers who have limited skills, but to many the door is open and many use it. The facts brought to my attention also show that as far as finding permanent farm jobs is concerned about the only absolute prerequisite beside physical is willingness.

The number of misstatements and inferences that occur in this production seem endless. And still another point, the narrator asserts that the employment of Mexican and other foreign workers "depresses the wage scale of the domestic migrants." The only inference that can be drawn from this incomplete statement is that the use of the word "depresses" makes one feel that farm wages are being driven down by the presence of these workers. Actually, nothing could be further from the truth.

Farm wages in the decade between 1950 and 1960 increased 47 percent according to official reports by the Department of Agriculture, and in all areas farm wages increased by approximately the same percentage; and please note that this was during a period in which farm prices and farm incomes actually were declining. We find another improbable suggestion of facts at another point in this production when the narrator questions a minister about his crew leaders. The minister says that—

> The grower pays them 45 cents to pick a crate of tomatoes and then they go around and pay the laborer 12 cents at the most.

Of course, it is quite true that some crew leaders do not treat their workers fairly, but it is equally true that many farmers get blamed for the practices of their crew leaders.

The facts, so wildly improbable, that are stated in this production lead me, and would lead anyone, to the general assumption that the producers of the show question many people and carefully select the most extreme adverse reactions and conditions and then report them in such a manner that they mislead the viewer to suppose that this situation is normal.

As to the breadline scene toward the end of the program, the commentary says that this happened in the United States in 1960 and that this is a line of human beings waiting for a ration of canned goods, milk, and bread. The facts are that the breadline of hungry migrants appearing in this documentary was not a current situation according to Sam Mase writing in the Tampa Tribune, who said the two representatives of the sponsors, Philip Morris, Inc., were sent to Florida to investigate complaints of the Murrow-Friendly production. This scene, it was learned, represented instead a period several years ago when a big freeze destroyed most of Florida's vegetable crops leaving migrants unemployed.

Certainly the public is entitled to unbiased and factual presentation of the issue in any television production that is proclaimed to be a documentary. In summary, I can only say that the producers of this show shirked their elementary responsibility of honestly reporting what they depicted. It is a highly colored propaganda job, not only does the production mislead the public but the farmers are irreparably damaged by the image given to the general public by this production. I cannot express too strongly my conviction that the public and the farmers have a right to expect our television broadcasting companies to do a more objective presentation of any factual situation and certainly to be more objective than they were in their presentation of "Harvest of Shame."

And finally, Mr. Speaker, since Edward R. Murrow a coproducer of this show has recently been appointed by President Kennedy as Director of the U.S. Information Agency, I hope that he will not find it necessary to distort the facts so grossly as was done in "Harvest of Shame" when he enunciates our position and policies to the rest of the world.

POLARIS WEAPONS SYSTEM

(Mr. HOSMER (at the request of Mr. BARRY) was given permission to extend his remarks at this point in the RECORD.)

Mr. HOSMER. Mr. Speaker, I need not remind this body of the many hopes which bore fruit with the completion at the first Polaris submarine and of its successful missile tests last summer—2 years ahead of schedule. This revolutionary concept has incited the acclaim of the free world—and the envy of those who would bury us. It has been lauded at home and abroad as the atomic war deterrent which should restore a degree of stability between nations on both sides of the Iron Curtain.

It is an instrument of war, but conceived, developed, and perfected by a nation whose greatest desire is to live in peace with all nations. But in these times to live in peace is to live in strength. Our strength can be maintained only as long as we are receptive to new ideas and new developments.

The recent decision by the Secretary of Defense to arm our first nuclear-powered cruiser, the U.S.S. *Long Beach*, with the Polaris missile demonstrates that our Defense Department is going ahead with new ideas and exploiting technological progress.

But what does this mean in terms of our national defense posture? First, Mr. Speaker, it signifies a determined effort to maintain part of our nuclear retaliation on the high seas, free to move on 70 percent of the world's surface—with no fixed address—but away from our populated cities and industrial centers.

No longer will our fixed missile sites be the sole concern of our antagonists—now he must also deal with an illusive foe at sea whose precise location is not known.

Mr. Speaker, I believe that the Navy has some older ships, including World War II cruisers now in mothballs which could be readily configured and armed with Polaris missiles. By utilizing these ships and the proven Polaris missiles we can create a mobile, well dispersed fleet of considerable strength and versatility.

I strongly endorse the extremely important decision to place Polaris missiles in the atomic-powered U.S.S. *Long Beach*. The new administration and this Congress certainly will realize the value of the Polaris-*Long Beach* marriage and will insure that many other weddings of this type are consumated in the future.

THE POLARIS PROJECT

(Mr. BELL (at the request of Mr. BARRY) was given permission to extend his remarks at this point in the RECORD and to include extraneous matter.)

Mr. BELL. Mr. Speaker, I would like to associate myself with remarks just made by my colleague from California. He was one of the original supporters of the Polaris project when some did not share his enthusiasm or foresight. He knows of what he speaks. We now have two Polaris submarines at sea—on station ready to respond to our Nation's needs.

The New York Times—November 16, 1960—published excerpts from Admiral

Coasts is now publicly owned, and more than half of that is in three reservations: Acadia National Park in Maine. Cape Hatteras National Seashore Recreational Area in North Carolina, and Everglades National Park in Florida. Only 295 miles of the Pacific Coast's 1,743 miles are in State and Federal reserves. And not all the publicly owned land is open to the general public. He concludes:

"Congestion along the ocean's edge is unlike congestion anywhere else because time is fast running out when something really effective can be done about it * * * the public appears doomed to fight a rearguard action from here on out."

It was in 1935 that the National Park Service urged acquiring unspoiled seashores along the Atlantic and Gulf Coasts as public recreation areas. Since then only Cape Hatteras has been so preserved. That opportunity for a Padre Island preserve was missed, at great cost. If the current opportunity is missed, the cost of any future effort may easily prove prohibitive.

Dr. Higbee reports that the 18-year effort to acquire the Cape Hatteras seashore area has paid off by increasing summer visitors in 5 years from 100,000 to 348,000, hiking nearby private property values by 50 to 100 times, and bringing property tax receipts in that area higher than they were before the seashore area was removed from the rolls. This but further underlines the sense of urgency that the Padre Island project should stir.

TELECAST "HARVEST OF SHAME" UNFAIR TO FLORIDA AGRICULTURAL EMPLOYERS AND EMPLOYEES

Mr. HOLLAND. Mr. President, on November 25, 1960, the Columbia Broadcasting System televised a program entitled "Harvest of Shame," which related to the migratory agricultural workers and their families. The transcript of this telecast was placed in the CONGRESSIONAL RECORD of January 23, 1961, by the Senator from Wisconsin [Mr. PROXMIRE]. It appears at pages 1107 through 1111. The film covering the telecast was replayed, with sound, in the auditorium of the New Senate Office Building on Monday, January 30, 1961.

This telecast is grossly unfair to both migrant agricultural workers and their employers. It presents migrant workers in a highly unfavorable light, and their employers as hardhearted exploiters of their labor. It is unfair not only to Florida agricultural employers and employees but also to those of other States in which agricultural migrants work. This includes the eastern seaboard from Florida north through New Jersey and New York, the Pacific coastal States of California, Oregon, and Washington, and other States.

Following the program, the Philip Morris Cigarette Co., which sponsored it, sent two of its executives, Robert W. Norris and James C. Bowling, to the Belle Glade, Fla., area to investigate the facts.

Because Florida was placed in the peculiarly invidious position of introducing the telecast at great length and of terminating the telecast at great length, these gentlemen naturally came to the vegetable-producing part of Florida to make their investigation for the Philip Morris Co.

Mr. Bowling stated that the network would not permit the sponsors to review the program in advance and that no one in the firm had any idea of its contents until the broadcast. Both Mr. Norris and Mr. Bowling said they were convinced, after visiting Florida areas where migrant labor was utilized, that the show was unfair; that it does not paint an accurate picture; and that they found in Florida "a dedicated people who have worked for years to improve the life of the migrants." At this point, Mr. President, I shall read into the RECORD an excerpt from a Tampa Tribune article, which is entitled "Cigarette Firm Bought Documentary Sight Unseen," and which was written by Mr. Sam Mase, a highly reputable staff writer for the Tribune:

CRITICISM OF CBS FOR MIGRANT LABOR FILM IS JUSTIFIED, SAYS SPONSOR OF SHOW

(By Sam Mase)

Two top executives of Philip Morris, Inc., told the Tribune yesterday Floridians were justified in denouncing Columbia Broadcasting Co. for its production of "Harvest of Shame," a Philip Morris-sponsored television documentary on the problems of migrant farm laborers.

When citizens of Florida charged the TV show presented a distorted scene of migrant conditions in Florida, Joseph F. Cullmann III sent the two executives here to investigate conditions and report back to him.

They are: Robert W. Norris, director of personnel and community relations for the firm, and James C. Bowling, director of public relations.

CBS SHOW UNFAIR

Both men said they were convinced after visiting areas in the State where migrant labor is utilized that the CBS show was unfair to Florida because it failed to depict the great progress this State has made in behalf of migrants.

Norris and Bowling commended the Tribune for presenting an accurate account of the migrant situation in order to offset the adverse impression created by the television program.

Bowling said his firm bought the "Harvest of Shame" show in good faith that it would be an outstanding public service based on a true picture (good or bad) of the migrant story.

The public relations man said CBS would not permit sponsors to review its "CBS Reports" series in advance.

Speaking of the impression of Florida the documentary conveyed to a nationwide audience, Bowling said "the picture is not as black as portrayed."

DEDICATED PEOPLE

He said that on the contrary, he and Norris found in Florida "a dedicated people who have worked for years to improve life of the migrants."

The men noted that the film did not present efforts and progress of dedicated people who worked to improve conditions.

"We were impressed with the progress and feel it should have been shown (on the program)," Norris said.

Mr. President, the progress which Florida has made and is making in the field of migrant labor is shown by the following statements by the chairman of the Subcommittee on Migrant Labor, the distinguished junior Senator from New Jersey [Mr. WILLIAMS].

Mr. President, this morning I notified the office of the Senator from New Jersey [Mr. WILLIAMS] that I intended to make this speech at this time, and I also notified the distinguished Senator from Wisconsin [Mr. PROXMIRE] and the distinguished Senator from Montana [Mr. METCALF], because they had had some part in the discussion of the telecast.

I was advised that the Senator from New Jersey [Mr. WILLIAMS] was snowbound somewhere and could not be here. I do not know why the other two Senators are not present on the floor.

The first statement by the Senator from New Jersey [Mr. WILLIAMS] was made at a hearing in Fresno, Calif., on July 8, 1960, and is as follows:

I might say that Florida is probably the most enlightened State we have seen in the total picture of migrant State problems.

Again, Senator WILLIAMS of New Jersey said in an address in Boston on May 21, 1960:

In Florida, to even a greater degree that we had found in many other States, we found many people who do not believe in limiting their vision. They are concerned. They want to know what was happening in that shack seen from the highway. They are remembering the forgotten people. They believe that "any person can change," and they are working to bring about that change.

In his extension of remarks reported at page A4548 of the CONGRESSIONAL RECORD for May 27, 1960, Senator WILLIAMS of New Jersey said:

Mr. President, the migrant worker in the United States today often experiences hardship, danger, and exclusion as he travels from one State to another, from one crop to another, each year. In many parts of the Nation, however, he also experiences something more—community concern about the problems which face him and members of his family.

The Senate Subcommittee on Migratory Labor spent 3 days in southern Florida last week and there we saw evidence of this community concern in abundance.

At this point, Mr. President, I should like to present some of the specific misrepresentations in the "Harvest of Shame" program which are so unfair to both migrant workers and their employers. Quotations are from the script, which I have personally read in full, and which already appears in the CONGRESSIONAL RECORD, where it was inserted by the Senator from Wisconsin [Mr. PROXMIRE].

MISREPRESENTATION NO. 1

Approximately out of every 500 children whose parents are still migrant laborers, finishes grade school. Approximately, 1 of every 5,000 ever finishes high school. And there is no case upon the record of the child of a migrant laborer ever receiving a college diploma.

THE FACTS

If the producers had wanted to exercise any reasonable degree of care to present the truth, they could have easily found by questioning school authorities in Palm Beach County that there are a number of children of migrants in that one county alone who are college graduates. They would have learned of the following: Ollice Davis, coach and teacher at East Lake High School in Pahokee; Gerald Berk and Earlene King Hudson, teachers at Lake Shore High School in Belle Glade; Eugene Lincoln, teacher at Lincoln High School in Riviera Beach—his wife, Lavena Lincoln is a registered

nurse at a West Palm Beach hospital—Willie Pifron, band instructor for several schools in the Lake Okeechobee area; Delois White, teacher at Okeechobee Elementary School; Helen Verence, Doris Harrell, and Julia Johnson, teachers at East Lake Elementary School in Pahokee; and Estelle Pifron, teacher at East Lake High School.

I am advised that all these college graduates were children of migrants or were migrants themselves, through high school, and that Eugene Lincoln, Gerald Berk, and Earlene King Hudson were migrant agricultural workers even during most or all of of their college careers, joining the migrant stream during the summer months and returning to college in the fall.

Another prominent college graduate, who does not live in Florida, is the nationally known missionary, Mrs. Billie Davis, who is married to a minister and now lives in California.

These people do not fit into the film's insulting inference that migrant workers are so exploited that they cannot and do not make educational progress. These are well educated and useful citizens who are a credit to their State and Nation and to the type of workers from which they came.

With reference to the percentage of migrants who graduate from high school, the records at Lake Shore High School in Belle Glade show that over 30 percent of the graduates during the last 5 years have been migrant children; of that number, over 20 percent have attended college or have graduated. To be specific the number of migrant children so graduating was 65 and the number of such graduates who have attended college is 15.

Mr. President, I am indebted to Mrs. Ruth S. Wedgworth, of Belle Glade, Fla., for her assistance in checking and rechecking these facts—which I have read into the RECORD as facts—on the educational progress of migrant workers. She is a well-educated, longtime resident of the Belle Glade area; and for a number of years she has been one of the leaders in the economic, cultural, and governmental progress of the area.

I may say that Mrs. Wedgworth is the widow of a gentleman, who a few years ago, was a very distinguished member of the experiment station staff at Belle Glade. Mrs. Wedgworth has led in all kinds of worthwhile, progressive civic activities in her area and in her State.

MISREPRESENTATION NO. 2

I quote from the telecast:

People have been killed purely because there is no interstate standard with regard to safety.

The reference was to travel by migrant workers.

The facts are as follows: A statute enacted in 1956 authorized the ICC to regulate interstate transportation of workers by motor vehicle. Pursuant thereto, the ICC issued comprehensive regulations which have been in effect for several years.

MISREPRESENTATION NO. 3

Again I quote from the text of the transcript and of the motion picture:

SECOND HAWKER. Over here—70 cents a day. We're paying today.

MURROW. The hawkers are chanting the going piece rate at the various fields. This is the way the humans who harvest the food for the best fed people in the world get hired.

The facts are these: This is not the way most of such people are hired. Less than 50 percent of the migrants engaged in harvest farm work are hired through this procedure known as day haul.

This is sometimes a necessary means of employing workers, where a farmer needs them only a few days. The U.S. Employment Service, cooperating with State employment services, has promoted this means of employing farm labor in many areas, including the State of Florida.

In fact, the Department of Labor requires farmers to cooperate in day haul programs, wherever they are feasible, as a condition of eligibility for interstate recruitment of domestic workers and/or the employment of Mexican Nationals. If this is a "slave" labor practice, it is one that has been promoted for many years by the U.S. Department of Labor.

The network denies that there was any inference that the "70 cents a day"—and I have quoted those words from the telecast—means that this is the total earnings of a worker for a day's work. It is true that the commentator did say "The hawkers are chanting the going piece rate at the various fields." However, there would be few viewers who would understand the meaning of the term "piece rate." All would understand the expression "70 cents a day" to mean that is the total earnings of a worker for a day's work.

The inference that a dollar or less a day is the usual income of such workers is further discussed in connection with the next misrepresentation.

MISREPRESENTATION NO. 4

Mr. LOWE. (Interviewer): How much did you earn?

Mrs. KING. A dollar.

The inference was that Mrs. King earned $1 for picking beans from 6 a.m. to 3:30 or 4 p.m.

The facts are these: The prevailing base—minimum—rate for picking beans in the area is 60 cents a hamper. Most workers have little difficulty picking two hampers or more an hour. Good bean pickers can pick 20 bushels per day, for which they are paid 60 to 75 cents, and sometimes as high as 90 cents per bushel. If Mrs. King earned only a dollar for a day's work, she either was not working very hard or she was in a very unusual situation. Perhaps she felt that in view of her husband's employment and income—and in a moment I shall refer to that—there was no real necessity of pressing for a substantial income that day.

MISREPRESENTATION NO. 5

Mr. LOWE. How many children do you have?

Mrs. KING. Fourteen.

The inference was that Mrs. King must support 14 children on a dollar a day.

The facts are these: Mrs. King has seven children living and seven who are dead, two having been stillborn. Lest it be alleged that these deceased children were the victims of inadequate medical care, due to the financial plight of this family, the record shows—and I quote from the public record—that in 1958, the county welfare agency in West Palm Beach paid $943.80 to St. Mary's Hospital for the care of Katherine King, still living; and, additionally, over $1,000 in hospital and medical bills has been written off by the local hospital and doctors at Belle Glade, in connection with medical treatment afforded the King family over the last several years.

Mr. President, this is a peculiarly interesting addition to the facts. Mrs. King's husband, Will King, has been a permanent seasonal employee at a sugar refinery near Belle Glade since 1956, when he started at $66 a week. He works there 4 or 5 months each year, and now receives a salary of $83.50 per week. His employer provides him life insurance, workman's compensation coverage, and Blue Cross-Blue Shield coverage, free of charge.

By deliberately leaving out these facts, Mr. President, the telecast created a wrong impression.

MISREPRESENTATION NO. 6

Here the reference is to Florida. This part of the program occurred toward its end:

MURROW. * * * The Sunshine State welcomes them back: Homestead, Immokalee, Pahokee, Belle Glade and hundreds of other communities. This is home. New housing is available. The rent, $15 per room, per week.

The facts are these: An exhaustive survey by those who are directly concerned in the Homestead, Immokalee, Pahokee and Belle Glade area, indicates that ordinarily housing for migrants rents for a maximum of $7 per week for a one-room apartment, and $12.50 paid for apartments consisting of living room, bedroom, kitchen, and bath. In the latter instance, the living room may also be used for sleeping purposes. There may be rare instances of housing for migrants renting as high as $15 per room per week. If so, those who conducted the survey were unable to find it. If it does, in fact, exist, it is highly unusual—not the usual case, as indicated by the script. When it is considered that this housing is subjected to terrific abuse at the hands of the tenants, who occupy it seasonally for brief periods, the cost of housing is considered to be relatively low.

Incidentally, Mr. President—and the film was silent on this point—Florida has a State law regulating the safety and sanitation of migrant labor camps. Under it, the State board of health prescribes minimum standards relating to construction, sanitary conditions, light, air, safety, protection from fire hazards, equipment, maintenance and operations of camps, and other matters necessary to protect the life and health of occupants. Based upon these standards, the board of health licenses migrant labor camps; and it has the authority to revoke licenses of those who do not meet these standards.

MISREPRESENTATION NO. 7

LOWE. Mrs. Doby, wouldn't you ever care to have a house of your own?

Mrs. DOBY. I'd like to have a house that—we plan to buy one if we could ever get enough to pay down on one, we'd buy one.

LOWE. Do you think this will ever happen?

Mrs. DOBY. Well, it don't seem like it.

Mr. President, let us see what the facts are.

After this program, Harvey Poole, a Belle Glade Negro leader, compiled a list of migrants who, since 1952, have moved out of migratory-housing quarters into homes of their own in the Belle Glade area alone. He reports that there are approximately 100 families on his list. This contradicts the inference in the film that there is almost no hope for migrants ever to own homes of their own.

I would be trespassing upon the Senate's time, Mr. President, if I should cite in detail other specific false impressions which are created by the CBS telecast. I believe the examples I have given are sufficient to show that the producers of this telecast were, to put it mildly, careless of the truth. A number of individuals were interviewed and filmed under the impression that their comments were to be included in the program. They subsequently found that the interviews and films which did not support the impression the producers wished to create were deleted. The housing shown was the worst the producers could possibly find. There was no balancing presentation of relatively good housing provided farmworkers in many areas. Everything supporting the view desired by the producers was included; everything not supporting it was excluded.

The film was propaganda, pure and simple.

As a result, the brighter side of the migrant labor story failed to emerge. The production excluded everything which might tell the story of the progress which has been made in recent years in this field: the improvement in housing, the enactment of State legislation of various kinds—not only in our own State, but in other States—the efforts of local authorities, the upward trend in farm wage rates, and the progress in education. Regarding education of migrants, the report of the President's Committee on Migratory Labor says:

> There is a definite trend, particularly since 1954, of increased and sustained interest on the part of State departments of education, local school districts, and communities, and private organizations to provide for the educational needs of migrants.

Mr. President, I am willing to give the producers the benefit of the doubt as to their motives in presenting this so-called documentary. Perhaps they wanted to contribute to the improvement of a situation which needs continual improvement. However, good motives are no excuse for playing fast and loose with the truth, which is what was done. Slanted documentary films are fully as unethical as rigged quiz shows. Perhaps they are more dangerous to a free society, since they present a false picture as a basis for shaping public opinion and the laws resulting therefrom.

I have no evidence, Mr. President, that the executives of the CBS network which telecast this program had knowledge of its unfairness before its original presentation. However, when they continue to actively cooperate in promoting the showing of this film, as they did in the presentation last Monday—January 30—at the New Senate Office Building Auditorium, they make it impossible for me to feel that they are proceeding with the caution and fair play which the American public has a right to expect from those who hold and use a valuable franchise given by all the American people.

SPENDING FOR SUBSIDIES BENEFITS CONSUMER

Mr. YOUNG of North Dakota. Mr. President, as a farmer, I have become increasingly concerned about the rift that has developed in recent years between farm and nonfarm people. It is getting to be a very common thing for publications of all kinds and individuals everywhere to bitterly criticize farmers.

Many of them think that farmers are getting rich, at the taxpayers' expense. Oftentimes the criticism goes so far as to claim that farmers no longer work very much and that they have an easy life. As a farmer, and one of only three left in the U.S. Senate, I have long been concerned about this.

Perhaps we who are farmers feel it more keenly than do others. This is one of the reasons why I so deeply appreciated the speech made at a farm forum held recently in Fargo, N. Dak., by Mr. Ovid Martin. It was an effective and masterful defense of farmers. Mr. Martin is rated as a great journalist, and I believe most people who read his AP stories on farm matters would have to agree that he has been most fair and accurate in all his reporting.

Mr. President, I ask unanimous consent to have inserted as a part of my remarks a summary of Mr. Martin's speech carried in the Fargo Forum of February 3. Also, Mr. President, I ask that a news story in the same issue be inserted, which is entitled, "Martin Tells Fargo Farm Forum Spending for Subsidies Is Benefiting Consumer."

There being no objection, the summary and news article were ordered to be printed in the RECORD, as follows:

[From the Farmers Forum, Feb. 3, 1961]

AMERICA'S AGRICULTURE ENVY OF RUSSIA—NO DRASTIC CHANGES IN FARM PROGRAMS SEEN

(EDITOR'S NOTE. The following is a condensation of the talk given by Ovid A. Martin, Associated Press farm writer, Washington, D.C., at the banquet session Thursday evening of the first Fargo Farm Forum.)

(By Ovid A. Martin)

I am convinced from the facts that are available to me that agriculture is not getting the economic returns to which it is entitled.

The outlook for sharp changes in farm programs is cloudy to say the least. Certainly we have a new administration and a new Congress—both of the same political party. That has not been the case for several years.

The new President is committed to take more aggressive action to improve the farm economy. He is expected to push ahead toward this objective, but he may not try to use some of the measures and devices he outlined during the campaign. He did stress farm production and supply management controls as an important device for stabilizing farm income. Much opposition to this device has been raised.

I would expect the new administration to push first for broadened outlets for agriculture's abundance. It already has increased donations to the needy at home. It is expected to take bolder action than in the past to move food to foreign outlets. This may require U.S. establishment in some backward areas of facilities for unloading at ports, and transportation and distribution into interiors of countries now lacking such facilities.

Some increase in price supports above Eisenhower administration levels is to be expected—but not to levels prevailing when the Eisenhower administration took over 8 years ago.

The new administration's efforts to control production may be limited in the beginning to crops already under control—cotton, rice, peanuts, and tobacco—and a cropland retirement program for feed grains, soybeans and the like. It undoubtedly will try to push through Congress a certificate plan for wheat. But this plan has tough sledding ahead among wheat farmers.

All and all, it appears that drastic changes in farm programs will face stiff opposition in Congress despite the fact it is controlled by the President's own party.

Why do I say this?

One reason is a lack of feeling that there is an urgent need for action with regard to the farm situation. There has been much talk about depressed industrial areas and urban unemployment. But little is being said about the farm situation. This goes for President Kennedy's economic advisers.

There was a time when downturns in farm income caused alarm in the cities and in Congress. There was a realization a farm depression would spread to the city. But this fear has just about disappeared. That is because the farm population makes up such a small part of the total population that a depressed agriculture no longer cripples the entire economy as it once did. Yet, there may well be a close tie between agriculture's reduced level of buying power and unemployment in the steel industry and in other industrial areas now worrying our leaders.

Another factor in the situation is the declining strength of farming areas in Congress. City Congressmen now write farm legislation—what there is of it. Urban lawmakers are growing more and more opposed to farm programs. They see in them higher food prices for their consumers and higher taxes for their taxpayers.

We already hear in Washington that many city lawmakers are asking, "Why should I support stronger farm programs when farmers themselves voted against them?" They refer, of course, to the fact that many midwestern farm States voted Republican in the last election.

Another barrier to stronger farm programs is the fact that organized agriculture itself is divided on remedies. Some farm groups want more Federal aid and others less. This division influences some Congressmen to vote against farm bills.

Perhaps the biggest stumbling block to agriculture is the image of the farmer held by many nonfarm people. From the farmer's standpoint, it is not flattering. The image is reflected in editorials in city newspapers and magazines, in consumer remarks at grocery stores, and in discussion groups.

It is reflected in remarks like these:

"The farmer must be getting rich from the looks of my grocery bill."

"The farmer gets paid to do nothing."

"I wish I were subsidized as is the farmer."

Harvest

MURROW CLOSING

MURROW: This is not the full story.

One hour or one-hundred hours is not enough time to document the plight of these people as they move the lenght and breadth of [redacted] the United States

Soon it will be spring 1961....and the migrant stream will come alive.....

You will probably pass them on the highways.....These cars, busses and trucks with their tired cargo of human freight.....men, women and children forced to follow the crops north that they may live.....

Again the aching days and nights of travel....The shacks and the straw of the half way work stop.....The water taps and privies of the north....

When the fields are bare they start the journey south to complete the cycle

MURROW CLOSING (Cont.)

of another year just getting

by.....In this wealthiest of nations....

An American poet xxx asked this

question.....

"Who gave me this sweet

And gave my brother dust to eat

And when will his ship come in".....

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York · PLaza 1-2345

January 23, 1961

Mr. Charles B. Shuman, President
American Farm Bureau Federation
2300 Merchandise Mart
Chicago 54, Illinois

Dear Mr. Shuman:

This is in response to your two communications to CBS regarding the program, HARVEST OF SHAME, broadcast over the CBS Television Network on November 25, 1960. Your first letter of December 6, 1960, alleged that false statements were made in the program, two of which you cited, and requested that "equal and corresponding time" be afforded to reply to the false statements and to present the opposing point of view of the Federation to the "controversial legislative proposals" set forth in the program. Your second letter, January 10, 1960, enclosed a copy of a Resolution of the Board of Directors of the American Farm Bureau Federation, dated January 4, 1961, together with a so-called Analysis which sets forth in greater detail the alleged factual inaccuracies in the program.*

Your two letters, together with other letters received which are critical of the program, have been forwarded by Management to the Law Department of the CBS Television Network for appraisal. This letter constitutes our review and appraisal of the criticisms voiced against HARVEST OF SHAME.

We had assumed from your December letter, in view of the express statement therein to that effect, that you desired to resolve the issues between us without attendant publication of the controversy. We find, however, from your January communication that this is no longer the case. We note that the January Resolution and Analysis have been transmitted to the Chairmen of the Senate Subcommittee on Migratory Labor, the House Committee on Interstate and Foreign Commerce, the Senate Committee on Interstate and Foreign Commerce, the House Committee on Agriculture, the Senate Committee on Agriculture and Forestry, and the Federal Communications Commission, "and to other interested parties". In view of this changed course of action on your part, we are sending a copy of this letter to the same Chairmen of

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*On December 29, 1960, CBS sent to your General Counsel, at his request, a transcript of HARVEST OF SHAME, and offered to provide facilities in Chicago for viewing by him of a recording of the program.

the six federal bodies. We should appreciate being advised the names of the "other interested parties" to whom you sent your January Resolution and Analysis so that we can forward copies of this letter to them. In addition, we shall send copies of this letter to others who wrote us and were critical of the program. Their objections, by and large, are the same as those voiced by you and are, accordingly, responded to in this letter.

As a further preliminary comment, we should like to note that CBS has received approximately 2,700 communications regarding HARVEST OF SHAME. Of these, approximately 160 are critical of the program. The remaining communications are all highly laudatory.

I.

HARVEST OF SHAME was a one-hour news documentary produced under the sole supervision and control of CBS News. The sponsor of the program, Philip Morris, Inc., had no control over and, in fact, had nothing whatever to do with the content of the program. Indeed, the sponsor did not see the program before it went on the air. HARVEST OF SHAME was one in the CBS News series entitled CBS REPORTS, dealing with leading national and international issues and broadcast over the CBS Television Network. We do not need to belabor the point that HARVEST OF SHAME addressed itself to a bona fide problem, national in scope. You are familiar, we are sure, with the multitude of articles on and surveys and studies of migratory farm labor and their families which have come from numerous state, federal and private organizations, extending over a period of many years. In your December letter you concede, as do almost all who have written us in a critical vein, that you "do not contend the migrant labor picture is entirely as we would like to see it". We, accordingly, can turn to the several points raised in your letter and the "Analysis" confident that you and your Board of Directors, upon further reflection, will not believe HARVEST OF SHAME was a "rigged documentary", creating a problem where one did not exist or was motivated by evil purposes.

II.

We shall now consider the several items raised in your December letter and in the "Analysis" in connection with the fairness of HARVEST OF SHAME.

1. The "Breadline" Episode.

In the "Analysis" it is charged, by referencing an article allegedly appearing in a Florida newspaper, that the breadline of hungry migrants which was presented in the program as occurring in 1960 did not take place as represented "but represented instead a period several years ago when a big freeze destroyed most Florida vegetable crops, leaving migrants unemployed". This is a most serious charge for, if true, it would demonstrate that the integrity of the program was subject to the gravest question. The program spoke in terms of the

present, and the legislative proposals referred to at the close of the program were purportedly for the amelioration of current distressed situations in which migratory farm laboring families find themselves. Your charge is also a serious charge if not true, for that would demonstrate not only the carelessness of those who make the charge but also subject their other allegations of unfairness to the gravest doubt of reliability.

What are the facts?

In the program, Edward R. Murrow stated:

> "The migrant is at the mercy of the weather. This year in Florida there was a freeze, killing beans, tomatoes, celery, corn. Its by-product was a breadline. Migratory farm workers are not eligible for unemployment insurance. This happened in the United States in 1960, a line of humans waiting for a ration of tinned goods, milk and bread." [Picture of migrants in line waiting for rations.]

These are the facts:

> On January 29, 30, 31 and February 1, 1960, David Lowe, producer of HARVEST OF SHAME, and Peter Gabarini, his cameraman, were at Homestead, Florida, and shot the pictures of the migrant breadline at the National Guard Armory.
>
> Freezing weather in late January, 1960, did substantial damage to the crops in south Florida (such freeze is not to be confused with the freeze winter of 1957-58).
>
> Appeals for money, food, and clothing were made by several of the state and welfare bodies at this time.
>
> The breadlines continued for several weeks.

We have in hand newspaper articles appearing in THE MIAMI NEWS for the period in question which cover the plight of migrant families during this January-February, 1960, period, including a news photograph published in that paper under date of February 8, 1960, which is substantially the same as appeared in one of the scenes on HARVEST OF SHAME. If you are interested in reading these articles, we shall be pleased to forward them to you so that you may be apprised of the 1960 freeze in Florida.

This charge in the "Analysis" is without any foundation in, and is contrary to, fact.

2. The Large Families of Migrants.

The "Analysis" notes that the interviews with migrant workers are of those that "invariably turn out to be workers with large families" - one has 9 children, one 14, another 8 or 9 girls, another 9. The "Analysis" then states it is a little hard to understand how a social problem can be avoided when people who do not own their homes or have a permanent job have families as large as these. "In any event", it continues, "it is a little hard to understand why some people think farmers are to blame for this situation -- yet that is the implied inference running through Mr. Murrow's production".

This is a somewhat startling charge. Nowhere in the program, expressedly or impliedly, was the large number of children in migrant families blamed on farmers. Nowhere in the program was it suggested, expressedly or impliedly, that farmers want large size migratory farm labor families because that assures a continuous supply of migrant laborers.

We reject this charge as completely unfounded.

3. The $1-a-day Episode and Wages in General.

In your December letter you mentioned, as one of two cited instances of misrepresentation in HARVEST OF SHAME, the scene in which a woman migrant worker is interviewed. You said that Mr. Lowe questioned this worker who replied that she had earned one dollar that day. That is true.

Your letter then alleged: "Never again is the subject of wages mentioned. The producers wanted to leave the $1-a-day impression -- and they did." That is not true.

You will recall that the program opens with four hawkers chanting:

"FIRST HAWKER:	Seventy over here. Over here - seventy cents. All day talkin'.
SECOND HAWKER:	Over here - seventy cents a day. We're paying today. We'll pay more and the longest hours. Seventy cents. Here we is today.
THIRD HAWKER:	Seventy cents today. Seventy cents - all day jumping. All you have to do is...
FOURTH HAWKER:	Eight cents a box and we guarantee you if you pull today and we pull what we got to pull today, you'll have eleven dollars in your pocket."

Mr. Murrow then explains that this is a shape-up for migrant workers and that the hawkers are chanting the going piece rate at the various fields. The "seventy cents" refers, as you must know, to the wage rate per hamper of beans. The "eight cents", of course, refers to the wage rate per box of corn. This

scene does not leave, but rather negates, an impression of $1-a-day.

Immediately following your first appearance on the program, Mr. Murrow introduces the scope of the program:

> "This is an American story that begins in Florida and ends in New Jersey and New York State with the harvest. It is a 1960 'grapes of wrath', that begins at the Mexican border in California and ends in Oregon and Washington. It is the story of men and women and children who work 136 days of the year, and average nine hundred dollars a year. They travel in buses. They ride trucks. They follow the sun."

The figures given - 136 days, $900 a year - do not leave, but rather negate, an impression of $1-a-day. Further, as was stated, these are <u>average</u> figures; there are some higher, there are some lower.

When we come to the episode involved, you fail to note the other questions on the program bearing on the $1-a-day matter:

"LOWE:	How much did you earn?
MRS. KING:	A dollar.
LOWE:	One dollar?
MRS. KING:	That's right - one dollar.
LOWE:	Is that because the beans were of poor quality?
MRS. KING:	That's right.
LOWE:	Has this happened before?
MRS. KING:	That's right."

That does not leave a $1-a-day impression. Surely our viewers are aware that beans at other times and other places are of good quality, and that the migrant can, therefore, earn more than $1-a-day.

Later, the scene shifts to an area near Kitty Hawk, North Carolina. Mr. Murrow comments that the workers pick beans there at the prevailing rate of 50 cents a hamper. That does not leave, but rather negates, a $1-a-day impression.

Later, in Reverend Cassidy's interview, he states that "the grower pays them forty-five cents to pick a crate of tomatoes" and that the crew leaders of whom he was speaking turned over to the migrant only twelve cents. That does not leave, but rather negates, an impression that the farmers pay $1-a-day.

Later, in the scene of the strike meeting of cherry pickers, one of the migrant says:

> "You make five or ten dollars today and tomorrow you just alooking for a job and you stand on the street looking for a job."

That does not leave, but rather negates, an impression that the growers pay $1-a-day.

The monthly wage figures quoted in the "Analysis" for the three states of California, Oregon and Washington and for the U.S. average, as of July 1, 1960, are irrelevant. They are cited to counter the "Grapes of Wrath" characterization of the flow of migrants from the Mexican border to the three named states, and to counter, as the "Analysis" states, the impression the "uninformed viewer could reasonably suppose" that $1-a-day was a normal situation. The figures given are irrelevant for two reasons: First, the program did not state that $1-a-day was the normal situation (this we have shown above); second, the figures quoted in the "Analysis" are on bases of per month, per week, per day, per hour but do not suggest how many months or weeks or days or hours an average migrant works per year. The figure used on HARVEST OF SHAME was an average of $900 a year. (See page 4, Report to the President on Domestic Migratory Farm Labor (1960): "... the migrant earns an average of about $900 per year and lives a life that is characterized by 'exclusion'.")

In short, your letter of December and the "Analysis" seek to create a straw-man issue of $1-a-day. There is no "$1-a-day" implication such as you and the "Analysis" have suggested.

Finally, with respect to the $1-a-day issue, the "Analysis" notes that the woman interviewed had stated she had not put her four children in a nursery (she had left them at the Okeechobee Labor Camp) because she didn't make enough to pay the eighty-five cents (per day) charge for the nursery. The "Analysis" then states the program failed to note her husband has a full-time permanent job and earns $83.50 a week - as alleged in a Florida newspaper.

The "Analysis" fails to point out whether the husband had the "permanent job" at the time of the interview with the wife, whether, if he did, his employment record was such that each week he earned $83.50, whether he took home his net pay or spent it otherwise, and whether, indeed, the total family net pay was sufficient to pay eighty-five cents per day for care of their four children, all under the age of ten, while the mother was gone during the day.

4. How Many Migrants Was HARVEST OF SHAME Considering?

In your December letter, as well as in the "Analysis", the accuracy of the "two to three million" figure used on the program is questioned.

Your letter also states:

> "The same book [Farm Labor Fact Book] also reports there are 450,000 foreign agricultural workers, but the CBS show made no pretense of covering that situation."

This assertion is squarely contradicted by the readily ascertainable facts. About half-way through the program, Mr. Murrow states:

> "Another complication of the migrant stream is the constant flow of foreign workers into the available pool of domestic workers. Hundreds of thousands of Mexican braceros and thousands of offshore laborers from the Caribbean area, hired by contract, depress the wage scale of the domestic migrant. This controversy is most bitter on the West Coast."

There follows an interview with Mr. Woods, a Marine combat veteran of the Pacific, who competes with the Mexican braceros. Yours is the only letter we have received which asserts HARVEST OF SHAME did not include the foreign workers. Those who watched the program on the West Coast did not miss our inclusion of foreign workers: several of them have taken issue with us regarding the statement that these foreign workers "depress the wage scale of the domestic migrant".

In the "two to three million" figure we included the migrant workers, domestic and foreign, their wives, their children. The program showed, among other things, families on buses, individual migrants with their families, migrant children at "home" and in a summer school.

The "two to three million" figure was the result of Mr. Lowe's informed estimate as to the total number, based on a reading of numerous reports and discussions with educators and officials. It is an estimate as is every comparable figure we have seen from other reliable sources.

At the time of the January, 1960, freeze in south Florida, the area chief of farm labor recruiting for the Florida Employment Service, Mr. Bryant Page, is quoted as stating that there are some 3,000,000 migrant workers and their dependents, divided into three main streams: one operates out of Texas, another from southern California and the third from south Florida.

Published reports we have examined and estimates from several groups, give totals for the number of domestic migrant workers, foreign migratory workers, dependent wives, and dependent children, ranging from approximately 1,725,000 to 1,975,000, plus unspecified numbers of "wetbacks", intrastate workers, and day-hand workers.

It seems to us in view of the varying estimates we have found as to the total number of migrant workers, their wives and their children, and in view of the recognition that estimates are on the minimum side due to difficulties in securing an accurate census of these people, that the figure "two to three million" was a reasonable one.

5. The Mexican Bracero Program.

Exception is taken in a number of communications we have received from the West Coast, as well as in the "Analysis", to the statement on the program that "hundreds of thousands of Mexican braceros and thousands of offshore laborers from the Caribbean area, hired by contract, depress the wage scale of the domestic migrant". (We note, in this connection, an inconsistency

between the allegation in your December, 1960, letter that the program made no pretense of covering foreign migratory labor, and the instant allegation regarding the effect of such foreign labor on the wage scale of domestic migrants.)

What seems to be overlooked in all the criticisms of this statement is that the law of supply and demand is at work in this area as well as in other sectors of the economy. It is estimated there are some 455,000 foreign workers brought into the United States each year (plus 20,000 from Puerto Rico) to supplement the nation's seasonal farm labor force. The ratio of these to the variously estimated number of domestic migratory workers is extremely high. Surely, it stands to reason that the wage scale of the domestic migrant would rise substantially if the non-domestic pool of workers was no longer available to fill the demand for migratory labor on the part of farmers and growers. We recognize that Public Law 78 provides that the Mexican nationals must be paid the prevailing wage rates for domestic workers doing the same type of work. But that the availability of such a large force of foreign workers has a depressing effect upon existing -- and hence prevailing -- wage rates cannot be controverted, for those rates are the result of the interplay of the existing demand for, and the existing supply of, laborers.

6. The Crew Leaders.

The National Advisory Committee on Farm Labor states in a recent publication:

> "Nearly everyone who has looked deeply into the migrant situation has found abuses by crew leaders whose job control and other powers were made even greater by the comparative ignorance of the workers. The latest of many reports is contained in a survey made by the Oregon Bureau of Labor for its legislative committee, though not done by the committee itself. In Malheur County, examples that were not merely 'isolated instances' included:
>
> > Payment of per capita travel expense by the employers' association with duplicate collection from migrants.
> >
> > Arrangement for credit for the individual migrant on a percentage fee basis in handling contract for an independent farmer, as much as 50 percent mark-up in housing rental on the farmer's property.
> >
> > Arrangements for tavern credit on a percentage fee basis from the proprietor who increases prices to pay the fee.
> >
> > Use of the contractor's vehicles in the daily transportation of the workers at about $2.50 per capita weekly.

> The Pennsylvania annual report on migrant labor referred to problems engendered by the crew-leader system as a thing so well known as not to need amplification. New York found problems intensified by a one-third turnover from year to year in crew leaders, a proportion which, in other areas, is sometimes even greater."

The Report to the President on Domestic Migratory Farm Labor states:

> "Each year thousands of migrants, most of them in family units, secure their jobs and travel under the crew-leader system. While the system contributes significantly to our present-day agricultural economy, studies of migrant problems have indicated numerous forms of abuse by crew leaders, such as misrepresentation of wages and working conditions, excessive charges for services and commissionary items, collecting a percentage of the employees' earnings from both the farmers and the worker for the same services, etc. Further, some crew leaders, as 'employers' under the Social Security Act, have failed to report and pay social security taxes on the covered wages of their employees. Because crew leaders often have no fixed places of business or residence, it is extremely difficult to remedy this situation."

In spite of what is a well recognized problem in the migratory labor picture, the "Analysis" appears to contend that the crew leader problem is of small consequence. The "Analysis" objects to that portion of HARVEST OF SHAME in which a minister says, among other things, that the grower pays 45 cents to pick a crate of tomatoes and the crew leader turns around and pays the laborer only 12 cents. The "Analysis" goes on to state:

> "Now it is quite true there are crew leaders who do not treat their workers fairly. It is also quite true that many farmers get blamed for the practice of crew leaders. [No blame was placed on the farmers for the practices of crew leaders in HARVEST OF SHAME.] However, the facts stated are so wildly improbable, and even if true in a particular case so untypical, as to give credence to what we are confident is the case -- that the producers of the show questioned many people, and carefully selected the most extreme adverse reactions and situations, and reported them in such manner as to mislead the viewer to suppose this was the usual situation."

From the two publications quoted above, it is quite clear there are many abuses indulged in by crew leaders which were not referred to on the program. The program referred to only one. It seems to us, contrary to the assertion of the "Analysis", that HARVEST OF SHAME used considerable restraint in portraying the crew leader problem in view of the recognized abuses in the crew leader system.

7. Transportation.

The "Analysis" finds fault in the presentation of the accident that occurred near Fayetteville, North Carolina, on June 6, 1957. The "Analysis" states

the accident occurred three years ago, that every form of transportation is subject to accidents, and there is no evidence that injuries to migratory workers run higher than in any other group of travelers. The "Analysis" seems to assume the accident near Fayetteville was almost routine and there is no cause for concern.

The writers of the "Analysis" are in a minority in this matter. As the Report to the President on Domestic Migratory Farm Labor states, the nation has been shocked for years by reports of accidents in which travelling migrants have lost their lives. "Public concern", the Report continues, "reached its peak on June 6, 1957, when one of the worst such traffic accidents in the history of the Nation took place". This is a reference to the accident near Fayetteville. It was not until the same year that the Interstate Commerce Commission issued safety regulations governing the transportation of agricultural workers in privately owned trucks and buses. But the mere enactment of a law or a regulation accomplishes little unless that law or regulation is adequately enforced. Such regulations have not been adequately enforced. Enforcement of the regulations, the Report to the President on Domestic Migratory Farm Labor points out, has been and still is a problem because the Commission is not staffed adequately to make as many inspections of trucks carrying migratory workers as is necessary to insure compliance with the regulations. The producer of HARVEST OF SHAME did know of the regulations of the Interstate Commerce Commission, but in light of the enforcement problems thereunder, it hardly seemed reasonable that the existence of such regulations was a "cardinal fact", as suggested in the "Analysis", in the presentation of the migratory farm labor picture.

8. Illiteracy of Migratory Workers.

The "Analysis" questions the source of the statements on HARVEST OF SHAME that the migratory workers have the highest rate of illiteracy in the country; that approximately one out of every 500, whose parents are still migratory workers, finishes grade school; that approximately one out of every 5,000 ever finishes high school; and that there is no case on the record of a child of a migratory laborer ever receiving a college diploma.

The United States Office of Education "Report of Regional Conferences on Education of Migrant Children" (July, 1952) states:

> "The migrant children have the lowest educational attainments of any group in the nation. They enter school later, attend fewer days, show greatest retardation, achieve the least progress, drop out of school earliest, and constitute the largest single reservoir of illiterates."

Mr. Lowe's studies revealed no evidence of any change in the conclusions reached in the Report since the date thereof. The figures given on the program are the result of research by Mr. Lowe and interviews with educators. Mr. Lowe was advised on January 19, 1961, that the U.S. Department of Labor has knowledge of two children of migrant workers who have received a college diploma.

If the American Farm Bureau Federation has other information relative to the state of illiteracy of migratory workers and their children which are not in accord with those presented, we shall be happy to receive and consider such evidence.

Contrary to the assertion in the "Analysis" that the program failed to reflect "the major progress" that has been made with respect to education of migratory laborers' children, the program did note that six states have summer schools for migrants. A scene of the New Jersey School Center at Cranbury, New Jersey, was also shown. An interview is presented on the program between the teacher and the producer of the program. Furthermore, Senator Harrison H. Williams, Jr., in his interview presented on the show, stated;

> "And we see in education some states who have taken great strides."

Although it is open to serious question whether the results of efforts by states in this matter constitute "major progress", as asserted in the "Analysis", the program explicitly acknowledges that some progress is being made.

9. The Over-all Fairness of the Program.

The "Analysis", as well as a number of critical letters received, attack the fairness of the program in its presentation of housing, wages and education of migrants. It is claimed that the program failed to note the progress that has been made. It is claimed that the producers of the program picked out only the worst examples and generalized therefrom.

The facts are that the "progress" which has been made has been relatively minimal. Mr. Lowe spent over nine months studying the migratory labor problems and preparing the program. He visited a number of the states. He read numerous reports which have been issued on the migratory farm labor situation. He interviewed countless people. He visited many labor camps in the states in which he traveled. His conclusion was that what progress has been made in this area has been small, that much remains to be done. His conclusion corresponds, we note, with that of the President's Committee on Migratory Labor which comments that "modest progress" has been made toward improving conditions for migratory workers but that much remains to be accomplished before the job is completed.

In HARVEST OF SHAME:

> In discussing highway accidents, it is stated that six states have laws providing for the safe transportation of migrants within their borders;
>
> In discussing education of the migrants' children, it is stated that most [not all] child state labor laws ignore farm children;

It is stated that six states have summer schools for migrants. The episode which follows is the scene of the New Jersey School Center, Cranbury, New Jersey, and this episode shows a good example of educational help for these children.

Senator Williams states: "And we see in education some states who have taken great strides."

Murrow states: "But the real problem is that there are many kinds of farmers and many kinds of crops. The big, mechanized grain and dairy farmers use little or no migrant labor. Some of the major canneries do pay fair wages and provide adequate housing. However, it must be stated that most of the fruit and vegetable farmers find it economically impossible to build good housing, like this, [picture of good housing shown] to be used only six weeks a year."

Murrow states that the Sunshine State welcomes the migrants back: "Homestead, Immokalee, Pahokee, Belle Glade and hundreds of other communities. This is home. New Housing is available. [Picture shown.] The rent, $15.00 per room, per week."

HARVEST OF SHAME was not a program devoted to migratory farm labor in a single state: California or New York or Idaho or Michigan or Florida or New Jersey or Texas. Rather, it was a bona fide endeavor to portray the situation on a national basis. On the basis of this broad scope of the program, its presentation was fair and balanced.

10. Responsibility for Plight of the Migrants.

A number of the communications we received complain that the program places responsibility for the plight of the migrant laborers upon the farmers. At several points in the program, persons interviewed do place, or appear to place, responsibility for the migrant laborer situation upon farmers. What has been failed to be noted by the writers of such letters, however, are the following items on the program, which place the responsibility elsewhere:

Mr. Shuman presents the argument (as many of the complaining letters do) that it is better to have the migrants, who are practically unemployable because of their capacity, earning some money, doing some productive work.

Migrant Roach's interview is non-complaining of farmers; he states he has always worked and he has never been anywhere where he could not get a little something to do.

Farmer Jones, in addition to saying that the migrants have a little gypsy in their blood, that they are happier than we are, that they are the happiest race of people on earth, goes on to say: "In other words, some times just like the farmer. Sometimes when things are good, when the

yields are good and they can make good money, they make a good living, but take year in and year out from different seasons, different sections of the country, I'd say no, that they make a poor living.

There is implicit criticisms of the states, except for six states, in not providing for safe transportation of migrants within their borders.

Mr. Shuman points out that farmers are the only group of people who furnish housing for workers, that it is almost impossible to calculate the value of these added benefits and that at the same time the farmers don't condone inadequate housing. Mr. Shuman goes on to say that he thinks there would be more rapid progress with State legislation than with Federal.

The crew leaders are castigated by Reverend Cassidy. He notes that the growers pay 45 cents to pick a crate of tomatoes and the crew leader turns over only 12 cents to the migrant worker.

There is implicit condemnation of the states for failing to make adequate provision for the education of the children with only six states having summer schools.

There is criticism of the Congress in failing to appropriate three and a half million dollars to educate migratory children.

Senator Williams points out that many aspects of the problem can only be dealt with on a national level because states are in a competitive position. He notes that states are reluctant to raise wages through legislation because their farmers are competing with farmers in other states. He says we cannot expect states to do it alone when they know their neighboring state with whom their farmers compete are not doing anything.

Murrow states that most of the fruit and vegetable farmers find it economically impossible to build good housing to be used only six weeks a year. Murrow says the farmer claims he is trapped between what society expects and his market demands. Farmer Jones was asked whether he knew what his beans would bring in the market and Jones replies that he cannot tell from one day to the next. One day it will be $5.00 and the next day $1.50. Jones says that he does not know the answer to who sets the price, but the chains seem to have more to do with setting the prices than anyone else. He said the farmers tried to get Washington to investigate the chains, but the farmers' representatives got a run-around by the Department of Agriculture. The chains have lobbyists in Washington.

Murrow implicitly condemns the exclusion of farm labor from Federal legislation designed to protect those engaged in interstate commerce to organize and bargain collectively.

Many of the letters of complaint state that the migrant problem is society's problem and that society, as a whole, must be held responsible. In the criticisms of the States for failing to pass protective legislation, in failing to adequately provide educational and welfare benefits, and of the Federal Government for its legislative failings, there is recognition in HARVEST OF SHAME that the problem is one for society to meet through its legislative bodies.

III.

We turn to your request that "equal and corresponding time" be afforded to reply to the alleged false statements and to present the opposing point of view of the Federation to the "controversial legislative proposals" set forth in the program.

We should first point out that the concept of "equal time" is inapplicable. You are, perhaps, confusing the "equal opportunities" provision of Section 315 of the Communications Act of 1934, as amended (concerning political candidates), with the obligation of broadcast licensees to broadcast opposing views on public issues of substantial interest and importance. It is the responsibility of the broadcast licensee to select those representing the opposing view and to select the format for the presentation of the opposing viewpoint.

A review of the charges made by you, by the "Analysis", and by others critical of the program, fails to show that HARVEST OF SHAME misrepresented or was unfair in the presentation of the facts. We are, accordingly, denying your request for time to reply to the alleged false statements.

As to your request for time to present the opposing point of view to the "controversial legislative proposals" set forth in the program, we have this comment: At the close of the program Mr. Murrow, in effect, suggested that the viewers do something about the plight of the migrants and their families, that maybe the viewers have the strength to influence legislation. Mr. Murrow had referred to the legislative recommendations recently made by the President's Committee on Migratory Labor. He referred to some of them on the program.

The full recommendations of the President's Committee for action by the States are as follows:

1. Extension of State workmen's compensation laws to agricultural workers.
2. Creation of State safety regulations for the transportation of agricultural workers.
3. Extension of State child labor legislation to hired agricultural workers.
4. Adoption and enforcement of housing regulations which apply to seasonal farm labor housing in those States that do not already have such regulations.

5. Reimbursement to local school boards for education of migrant children.
6. Reimbursement of funds to local health agencies to assist them in extending public health services to migrant workers and their families.
7. Provision for adult education classes for migrants, including vocational education.
8. Extension of child welfare services, including day care facilities, to migrant children.
9. Elimination of residence requirements in all State health, education, rehabilitation and welfare programs.
10. Employer education on worker training, employer-employee relationships and community relations.

The full recommendations by the President's Committee for action by the Federal Government are as follows:

1. The passage of crew leader registration legislation to protect migrants from the unscrupulous practices of some crew leaders and labor contractors.
2. Adequate staffing of the Interstate Commerce Commission to insure proper enforcement of the regulations governing the interstate transportation of migratory workers in privately owned trucks and busses.
3. More positive leadership and guidance of State extension programs for education and service to migrants.
4. Continuing review of all foreign labor import programs to make certain that the importation of foreign workers does not have an adverse effect on the employment opportunities, wages and working conditions of domestic farm workers.
5. Elimination of residence requirements as a condition for receipt of Federal funds.
6. Continued and strengthened emphasis and encouragement of action to assure the provision of needed health services to migrant families and adequate housing whether that housing is in camps, isolated units or farms, or fringe areas of towns.

From your statement on the program, "I think there'd be more rapid progress with state regulation than there would be with federal regulation", we had been led to believe that you, in behalf of the American Farm Bureau Federation, were not opposed to all state action but, rather, that your opposition was to federal legislation.

Recognizing that at the close of the program CBS could be considered to have taken a position favoring legislative action along the lines suggested by the President's Committee on Migratory Labor, CBS has been making arrangements for the broadcast of another program sometime in February of this year in which varying points of view concerning the legislative proposals might

be presented. As we have stated above, the format of that program and the selection of persons participating therein, are the responsibility of CBS. It may well be that in addition to the opposition of the Federation to federal legislation, the Federation may oppose some of the recommendations for action by states. Accordingly, Mr. Lowe, as you know, has been in touch with the Federation attempting to make arrangements for your appearance on the February program. We are hopeful that you will be able to appear.

Very truly yours,

THOMAS K. FISHER
Vice President and General Attorney
CBS Television Network

TKF:bcc

G. F. Britt

January 18, 1961

Dear Mr. Britt:

Thank you for your thoughtful letter of December 29th, and for the enclosure you sent me.

I think it only fair to point out, as we tried to make clear in the program, in HARVEST OF SHAME, we were dealing with only one aspect of a sociological and educational problem. It is my hope that the program did at least attempt to make clear that the fault did not lie only with the farmer. I am a farmer myself and have some understanding of what the problems are.

We hope to return one day to this subject and hope that our future efforts will be of interest to you.

Sincerely yours,

Mr. Gerald F. Britt
G. F. Britt & Sons
Byron, New York

L-BROOKE FARMS
Specialized Growers of Red Beets

G. F. BRITT & SONS
BYRON, NEW YORK
PHONES: LI 8-2474. LI 8-7776. LI 8-2231
DONALD C. BRITT GERALD F. BRITT
RICHARD G. GLAZIER

December 29, 1960

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting System
Radio City
New York, N.Y.

Re: "The Harvest of Shame"

Dear Mr. Murrow:

Your friend, Goro Fujise' comments in the enclosed letter are sent to you for two purposes:

First: Name dropping-in the hope of getting this message past your secretarial barrier, and

Second: To indicate how readily a foreign guest or any person unfamiliar with the total institution of migrancy can formulate the wrong conclusion after seeing only a single phase.

Mr. Fujise had been shown the mechanization on our farm and others in the community. Particularly, he had seen the specialized equipment which in the past five years has eliminated at least two thirds of the stoop labor from the production of beets. I had told him that we expect to eliminate all unskilled jobs within the next five years. I then showed him a migrant labor camp, which meets all New York State health requirements. I had pointed out to him that as a group these people were 70% illiterate, had a high record of absenteeism due to alcohol and social irresponsibility and were untrained in any skills. In addition I told him that the minimum rate we pay is $1.00 per hour plus pay roll tax and 20% camp charge to the camp owner and operator. I told him we were mechanizing, not for humanitarian reasons, but to reduce our cost of production.

Mr. Fujise was shocked to see the housing facilities. My, so called "honesty," with him was to point out that there existed in America, a whole group of people who were so lacking in education and skills that they could live no better. I wanted him to know that we have this sociological problem as a nation and that we as individuals were not solving it by replacing them with machines. Does industry employ them? For how many such people does CBS furnish employment?

"The Harvest of Shame" was slanted to arouse public opinion against farmers, the only segment of our society furnishing any employment to a group of people otherwise unemployable.

L-BROOKE FARMS
Specialized Growers of Red Beets

G. F. BRITT & SONS
BYRON, NEW YORK
PHONES: LI 8-2474. LI 8-7776. LI 8-2231
DONALD C. BRITT GERALD F. BRITT
RICHARD G. GLAZIER

Why did you omit any referance to the basic sociological problem of how we as a Nation are to provide educational opportunities to all our citizens so that they can be profitably employed in industry or mechanized agriculture?

Our untrained and unskilled citizens face a sad economic picture whether they live in the slums of our cities or in a migrant labor camp.

I hope someone will sponsor another program which will present the problem in better perspective.

Very truly yours,

Gerald F. Britt

Gerald F. Britt

GOVERNMENTAL AFFAIRS INSTITUTE
1726 MASSACHUSETTS AVENUE, N. W.
WASHINGTON 6, D. C.

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EVRON M. KIRKPATRICK

December 19, 1960

Mr. Barber B. Conable, jr.
12 Main Street
Batavia, New York.

Dear Mr. Conable:

Mr. Goro Fujise has written me a letter in which he devotes one full page to his visit to Batavia. I thought you and Mr. Britt would like to read it: "My stay at Mr. Britt's was one of the most interesting experiences for me. I was strongly impressed by Mr. Britt's and Mr. Conable's kind and warm attention. Mr. Britt showed me the "labour camp" - the camp of negro migration farm labourers. This was really shocking for me but at the same time I was strongly impressed by Mr. Britt's honest attitude. Perhaps you saw Mr. Murrow's CBS Report on November 25 - "The Harvest of Shame" - this is really what I saw at Mr. Britt's. I'll never forget Mr. Britt's warm personality and his honesty - I wonder if the word honesty is a correct word or not, but what I mean is that I admire his attitude to show everything - good or bad, to a visiting foreigner. From Batavia, Mr. Britt's friend, a Mr. Ingrahm drove me to Niagara Falls. That is the reason why I could go to Canada one day earlier than the itinerary."

Thank you so much for making this visit to Batavia possible for Mr. Fujise. Would you be kind enough to convey our appreciation to Mr. Britt. Since Mr. Fujise did not return to Washington at the end of his itinerary, I did not have a chance to talk with him at length about his visit. However, in addition to his letter he telephoned me from New York and told me that he was most pleased with the results of his American visit.

Washington has had a very snowy and cold week, but I imagine it is even more snowy and cold in your part of the country. Every good wish for a fairly mild winter, however.

Warmest regards.

Sincerely,

Robert Kirkpatrick

Robert L. Kirkpatrick

RLK/mm

Harvest of Sh

December 23, 1960

Dear Mr. Orear:

Thank you for sending to Mr. Murrow the newspaper clips anent the migrant labor problem.

The response of the press and public to HARVEST OF SHAME was overwhelming. Mr. Murrow and Mr. Friendly are justly proud of the show.

Since Mr. Murrow is traveling a great deal these days, I feel I can no longer delay acknowledging your correspondence. I assure you that it will be brought to his attention when he is again in the office.

Sincerely yours,

Rosemary Mullen
Secretary to Mr. Murrow

Mr. Leslie Orear
United Packing House Workers of America
608 South Dearborn
Chicago 5, Illinois

Shame

From the desk of

LESLIE OREAR

Mr. Murrow:

These clips from other labor papers which I have collected will be of interest to you.

My own plans are considerably more elaborate.

LO.

NEWS and views

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Norman Dolnick, Editor
Packinghouse Worker, Room 515
608 S. Dearborn St., 1800 Transportation Bldg.
Chicago 5, Illinois

December 9, 1960 Vol. 9, No. 46

Unemployment Situation Worsens

We hope that those members of the Ohio Legislature who voted against an extension in the unemployment compensation payment period will take a close look at the latest unemployment statistics.

Such statistics make their hollow arguments against the extension sound more hollow and heartless.

The Ohio Bureau of Unemployment Compensation (BUC) reported this week that 156,088 laid-off workers were receiving compensation, a sharp increase from the total of 141,642 the previous week.

The total of those receiving compensation marked the 21st consecutive week that it was above the 100,000 mark. The 156,088 figure was the highest since Aug. 2, 1958!

The BUC also reported that 26,826 claims for compensation were filed by newly laid-off workers during the week ending Dec. 3 and that another 1804 workers exhausted their compensation during the same week. So far this year, 61,089 workers have been unemployed long enough to exhaust their benefits.

In addition to this continuing bad news on the unemployment front there are reports from various cities of a serious rise in relief rolls. Relief spending in Cleveland was up in November for the second month in a row. Lake County relief rolls are the highest since the 1958 recession. The same situation prevails in other counties hard hit by heavy unemployment.

Relief costs in Cleveland would be higher except for the inhumane policy of the Welfare Department of refusing aid to single persons and couples without children.

There are no bright spots to report. It is all dark. What makes it all the worse is that this is that special time of the year when happiness and hope should abound and no one should want.

It is difficult indeed, to wish a Merry Christmas to those who made this Christmas less merry for Ohio's unemployed.

'The President Is President'

"Regardless of what the diehard columnists and editors and politicians may say, we are convinced that to the American people the President of the United States is the President, however close was his election. That is the strength of our democracy. And we believe that all of the 34,000,000 people who voted for Mr. Kennedy and most of the 33,800,000 people who voted against him want him to be the best President he can be. To wish otherwise would be to invite catastrophe." (Toledo Blade, Nov. 27)

Ohio Has Its Shame Too

For a full hour on the television screens of Americans last week, the Columbia Broadcasting System showed millions of Americans how migrant workers are forced to live in filth and work for slave wages.

The documentary was called the "Harvest of Shame." A more appropriate title could not have been selected.

The program showed a weary woman of 29 working in the field. She explained she earned $1 a day, less than it cost to feed her children. They live in a one-room shack. The same general story has been told a million times.

Why have efforts failed to help the migrants? Because of political pressure exerted on Congressmen and state legislators by spokesmen for farm groups and corporate agriculture. They want cheap labor because it means more profit.

Some day the people's conscience will demand an end to such exploitation. Perhaps it will come soon. The President's Committee on Migratory Labor has recently listed 16 recommendations for action by Federal and state governments.

Another conference on migratory labor in Washington, sponsored by the National Council of Churches, drafted a 10-year plan for some 20 Protestant church groups to support. The objectives of such proposals is to give migrant workers the same rights and legal protection that industrial workers enjoy. As The New York Times commented:

"This means guarantees of the right to organize and bargain collectively, unemployment insurance and minimum wage and child labor protection---from all of which farm workers are generally excluded by both Federal and state laws."

A committee of the Ohio Legislature has been studying the problem in this state and will submit recommendations to the next Legislature. High on the list should be a minimum wage and the right to organize and bargain collectively.

Unless the committee recommends such action and the Legislature follows through, the committee will have wasted its time, and part of America's "Harvest of Shame" will continue to be borne by Ohio.

Quote and Comment

"In a toast at a White House dinner Wednesday night Eisenhower said he would support Nixon during the next four years as head of the Republican party." (Wall Street Journal, Dec. 2)

Including payments on that $75,000 house?

JFK Could Say 'I Told You So'

A Commission on National Goals, appointed by President Eisenhower, came out with its long-awaited report last week and ironically the report sounded like a campaign speech of President-elect Kennedy.

The Presidential commission, made up of 11 American leaders in industry, education and labor, called among other things for more industrial growth, extended medical care and Federal aid to education. It said gains in revenue to the Treasury from such industrial growth would pay for the additional costs.

"There is no desire here to belabor the partisan issue," wrote Columnist Ralph McGill, "but it is fair to say that Candidate Kennedy said exactly this and was derided by the President and others. Now, 11 of the best minds in the nation have so agreed."

Other recommendations by the Commission included calls for action in such fields as civil rights, housing and aid to underdeveloped nations. It also urged "encouragement" of the states to meet a "minimum standard" in unemployment insurance for both the amount of benefits and the duration of payments. It recommended that unemployment be kept consistently below 4%.

The report called on Americans for "extraordinary personal responsibility, sustained effort and sacrifice" to meet the challenges ahead.

Commission Chairman was Dr. Henry M. Wriston, president of the American Assembly, Columbia University. Vice Chairman was Frank Pace, Jr., former Secretary of the Army. A member of the Commission was AFL-CIO President George Meany.

The Commission's report is a call for positive action and sacrifice in the future to solve our problems and meet our challenges.

It is also an indictment of past inaction by the Administration that appointed the Commission.

Dayton Paper Blames GOP

The Dayton Daily News, commenting on the recent special session of the Ohio Legislature, said there "was ample justification" for Gov. DiSalle's call for a special session "to extend unemployment compensation from 26 to 39 weeks "effective immediately."

There was "no good reason for both houses of the Legislature to refuse him the two-thirds vote necessary for an emergency measure," the paper stated in an editorial.

"The plain fact is that Republican votes killed precisely the same action they put through two years ago when it was proposed by a Republican governor," the editorial noted.

The editorial stated that human need and economic forecasts call for extending the compensation payment period.

"The Legislature, called into special session to move quickly against human distress, failed to do so," it asserted. "It almost certainly will face the same problem in January, aggravated then by the passage of time."

Taft's 'Insight' Less Than 20-20

The majority floor leader, or chief spokesman, for the Republicans in the new Ohio House of Representatives will be Rep. Robert A. Taft, Jr., of Cincinnati.

Taft was elected to the post by his fellow Republicans after they chose Rep. Roger Cloud of Bellefontaine as House Speaker. This is considered a step up the political ladder by young Taft.

"Bob has a very keen insight into public affairs," Rep. Cloud told newsmen after Taft's election.

We would like to note that Taft's "insight" on a number of issues in the last session of the Legislature was far from being 20-20. On issues of concern to workers, Taft had one of the poorest voting records in the House.

He voted against the emergency supplemental unemployment benefit (SUB) bill, the regular SUB bill, higher unemployment compensation, establishment of the apprenticeship program in the Ohio Department of Industrial Relations, reduction of hours that females could be worked on split tricks and re-registration by mail.

Taft had one of the worst absence records in both houses. He was absent on votes on workmen's compensation, FEPC, the voluntary health bill, checkoff for state employes and the so-called labor reform bill. However, it is part of the record that Taft voted against FEPC in committee.

We hope that Rep. Taft's "insight" has improved since the last regular session of the Legislature. But we fear it is a rather useless hope since Taft, in the just concluded special session, voted against emergency and regular extension of the unemployment compensation period.

Quickies

John Daly, during an ABC-TV program on voluntary fund raising, saluted the AFL-CIO as the nation's "single largest" group of contributors to health and welfare agencies.

When the Kennedy baby was born, The New York Journal-American carried this headline: "Jack Jr., Jackie, Jack 'Fine'."

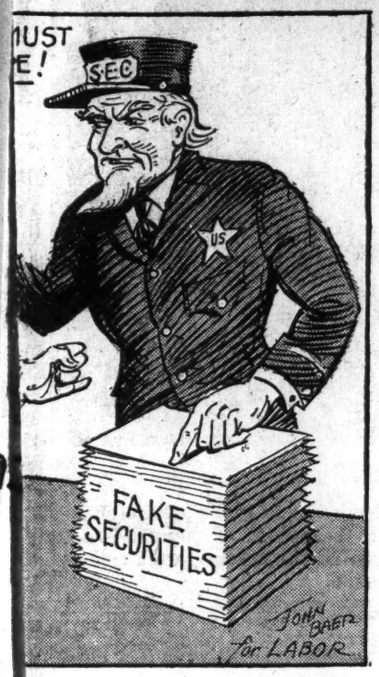
President Eisenhower's science advisory committee says American science must "double and redouble in size and strength" in the next generation or the U.S. will become a second-rate power.

New York Gov. Nelson A. Rockefeller has urged the GOP to use "collective leadership" in building for 1964...Sounds like Communism to us.

The Labor Department has classified nine more major industrial areas as areas of "substantial" unemployment...The new areas included Hamilton-Middletown, O., and Steubenville, O.,-Weirton, W. Va....More than one-third of the nation's big factory communities are now in this category.

Department of small print: "2, 4, 6, 8 — We don't want to integrate."

A fat lady stepped on the scales, not knowing they were out of order...The indicator stopped at 75 pounds..."Holy smoke," exclaimed a drunk who was watching her, "she's hollow."



The Real Pearl

By MRS. VERNA SPARKS

WHY stand ye, reaching for the moon
With sweat upon thy brow?
Thy arms are full, O, mortal man
With plenty to endow.

The soil beneath thy trembling feet
Is rich, look far and wide,
For fruitful signs and nourishment
O'er all the country side.

O, mortal man why seek the moon
The earth is yours alway
Until you own up to this fact
Your thoughts will ever stray.

The real pearl is our native land
And this should quick erase
The wistful thinking in your minds
Of gaining outer space.

[Mrs. Sparks of De Soto, Mo., is the wife of a railway carman. The poem above is somewhat condensed from a longer version.]

This CURIOUS WORLD

HAPPY END — When National Airlines aides finally tracked own a bride-to-be who had left r wedding gown on a plane, she ld them: "I broke my engage- ent, my parents were both quite , my sister had lost her baby and ost my wedding gown—and now parents are well, my sister is pecting another baby, I'm en- ged to be married at Christmas d I've found my wedding gown!"

* * *

ALKOUT—"I quit and I want paycheck right now," said Wil- Feamster, 27, and he thereupon lked out on the prison road gang ere he was working near nston-Salem, N. C. Nabbed later, mster was sent for a psychia- examination.

* * *

VENGE—It was the last straw Earl Mitchell when his "jinxed" skidded off the road on a hunt- trip north of Beloit, Wis. Tak- revenge, Mitchell and his three ting pals jumped on the car's until it caved in, bent back the rs, shot out the windows and set the vehicle on fire.

* * *

OICE — Mrs. Ida Dymes, 59, wed a mature taste when she ried the other day for the sec- time in Oklahoma City. Her ce: Charles N. Stewart, 104.

* * *

O—In Syracuse, N. Y., police ain Arthur J. Leahy was fined for kissing police matron Fern vatt. After the kiss, Mrs. Gra-

All Worry Aside

DEEP IN GLOOM over prospects of his business, he told his friend, "The thing that worries me most is that I can't eat—haven't touched a bite the last two days."

"Well, keep me company at lunch anyway," urged the friend, hopeful that once in the restaurant he could at least persuade him to take enough nourishment for survival.

To his astonishment, the gloomy fellow ordered an inch-thick steak and several heaped side-dishes.

"I thought you couldn't eat," said the friend.

"Couldn't," came the reply. "I'm broke."

* * *

On Time

The salesman was trying to sell a young housewife an egg timer.

"Your husband's eggs will be just right if you use this," he assured her.

"But I don't need it," she answered brightly. "Jack likes his eggs the way I do them. I just look through the window at the traffic lights and give them three reds and two greens."

* * *

I had rather have a fool to make me merry than experience to make me sad.—Shakespeare.

* * *

The Real Thing

Mrs. Murphy had just come from seeing the Biblical movie, "The Story of Ruth," when she chanced to meet her parish priest.

TV BROADCAST SPOTLIGHTS EVIL

Programs Mapped to Aid Exploited Farm Migrants

SPECIFIC plans for improving the lot of migrant farm workers—often called America's "forgotten citizens"—have been unveiled on several fronts lately.

Williams

The plans came from the President's Committee on Migratory Labor, a conference sponsored by the National Council of Churches, and Senator Harrison A. Williams (Dem., N. J.), chairman of a subcommittee on migratory labor.

At the same time, the drive for legislation to aid the migrants was given powerful support in a dramatic hour-long program broadcast over television last Friday. Called "Harvest of Shame," the documentary film spotlighted the shocking conditions among the migratory workers across the land.

'Blot on Our Conscience'

The project was sponsored by David Lowe, producer of "CBS Reports" and the reporting was done by Edward R. Murrow, noted broadcaster. Among those interviewed by Murrow was Secretary of Labor Mitchell, who in moving words termed the conditions of the migrants **"a blot on the nation's conscience"** and called upon Congress to enact legislation correcting the terrible abuses in this field. Murrow himself also made a stirring plea for such legislation.

The President's Committee, headed by Secretaary of Labor Mitchell, noted that the average migrant earns about $900 a year and "lives a life that is characterized by exclusion."

Recommendations Listed

The Committee's report pointed out that most migrants' lives "are characterized by lack of adequate employment, low wages, poor housing, lack of education, lack of health and welfare services, and in some cases, unsafe transportation."

Its recommendations for Federal and state action included review of all programs for importing foreign workers — which often aggravate conditions for U. S. workers—and the elimination of residence requirements as a condition for states

Murrow

Mitchell

receiving Federal funds for health, education and welfare programs.

The National Council of Churches, composed of many Protestant denominations, formulated a 10-year plan through which its members would "use every positive method" to eliminate injustices being suffered by migrants.

The plan was drawn up at a three-day meeting, which was attended not only by church leaders but also by representatives of organized labor and government officials. Spokesmen for labor, long active in the drive to improve conditions of migrants, pledged their 100 per cent cooperation.

Minimum Wages Urged

Williams, who spoke at the conference, said he would call upon the next Congress to enact bills to provide Federal funds for education and housing programs, as well as legislation requiring the registration of migrant crew leaders.

He also said he would seek enactment of a measure to extend minimum wage coverage to migrants. The President's Committee made no recommendations along these lines but in the past Mitchell has urged minimum wage extension to agriculture.

Williams was sharply critical of the outgoing Eisenhower Administration, charging that it had turned its back on similar recommendations made to the last Congress. However, he exempted Mitchell from criticism. He said the Secretary of Labor "did his best" but lost his battles in Administration councils.

After Williams spoke, the church leaders gave his proposals their support and promised to wage an intensive campaign for them through their migrant ministry program, which is now operating in 34 states.

THE CASE OF DR. UPHAUS

Harvest of Shame

COPY

December 15, 1960

Eliot Tozer, Press Representative
CBS Television Network
485 Madison Avenue
New York 22, New York

Dear Mr. Tozer:

We are more than a little surprised that the Columbia Broadcasting System is unable to provide us with any stills at all from the "Harvest of Shame".

I am enclosing a copy of our publication and suggest that you turn to pages six and seven. These two pages of the January issue are earmarked for a glowing review of "Harvest of Shame" and hearty compliments to CBS for producing same. I enclose the opening paragraphs of our story.

You will understand that under the circumstances we are inclined to assume that somebody upstairs has put a cork in the bottle. I don't doubt that in the seats of the mighty there is nervousness. The Farm Bureau must surely be roaring! On the other hand, why not let those of us who want to cheer, do so as loudly as we can?

Sincerely yours,

Leslie Orear, Director
Publications Department

LO:jb
Enclosures
CC: Edward R. Murrow

CBS TELEVISION NETWORK

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

HANK WAGNER
Director of Press Information

December 13, 1960

Mr. Leslie Orear
United Packing House Workers of America
608 South Dearborn
Chicago 5, Illinois

Dear Mr. Orear:

I am sorry that we cannot fill your request for pictures taken on the West Coast in connection with the film of the "CBS Reports" program, "Harvest of Shame."

I have, however, acquired one other picture, a copy of migrant laborers' children, taken in North Norwich, New York.

Sincerely,

Eliot Tozer
Press Representative

ET/jm

Enc.

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editorials

Delicate Sensibilities And 'Harvest Of Shame'

AS IS hardly unexpected, city officials of Belle Glade have snarled at CBS for the TV network's recent "Harvest of Shame" program, depicting lives of migrant workers.

Manatee County too has migrant workers, and we share in the problem.

BELLE GLADE officials:

1) Contend "only the worst side" was shown.

2) Demand "equal time" to show the "good side."

3) Have passed a resolution claiming that viewing the program could bring about "deterioration" of "democratic thinking."

Their first contention, of course, is correct. But their other actions are unnecessary.

✓ ✓ ✓

NATURALLY, the emphasis was on the problem which exists—not the relatively small part of the problem which has been solved.

If the problem has been solved to the extent it was no longer a concern, there would have been no occasion for the showing.

In showing slum districts it would be infantile to devote "equal time" to depicting the relatively minor percentage of low income families who live in decent housing projects.

It is always the problem remaining—not that portion thereof which has been solved—which requires attention.

CAREFUL investigation into the problem and the program will show:

1) That which was depicted was true, not exaggeration.

2) The constructive efforts made to improve living conditions of migrants, particularly such efforts made in the Belle Glade area, were not shown.

But, again, why should these improvements be shown since they certainly constitute no national problem?

EMPHASIS in the program was placed upon the lack of education received by many of the migrant workers' children.

This does constitute a special problem requiring special attention —since large bodies of school age children are constantly moving northward with the growing season.

Manatee County, because we have relatively few migrants compared to other areas, is better able than most to cope with such situation.

In many areas adequate facilities for the sudden, and temporary, influx just do not exist. Here is one area of education in which the federal government could play a needed role.

IT IS human for people to want credit for good works—Belle Glade understandably resents receiving not a mention of credit for the efforts it has made.

At the same time, the purpose of the program was not to pat a few backs, but rather to alert a nation to a serious problem.

This the program did.

MANY of the migrant workers do not, with opportunities at hand, bother to help themselves.

But this, again, is another problem. And the topic problem was the lack of help offered them.

✓ ✓ ✓

IT MUST HAVE been something of a shock to many Northerners that the "Playground State" also happens to be the spawning ground for human misery.

Even more important, the program must have been greater shock to many Floridians.

If the shock was sufficient to inspire a new determination to face this problem, then the CBS program will have achieved worthy purpose indeed.

Tampa Tribune

CIGARETTE FIRM BOUGHT DOCUMENTARY SIGHT UNSEEN—

Criticism of CBS for Migrant Labor Film Is Justified, Says Sponsor of Show

By SAM MASE
Tribune Staff Writer

Two top executives of Philip Morris, Inc., told The Tribune yesterday Floridians were justified in denouncing Columbia Broadcasting Co. for its production of "Harvest of Shame," a Philip Morris-sponsored television documentary on the problems of migrant farm laborers.

When citizens of Florida charged the TV show presented a distorted scene of migrant conditions in Florida, Joseph F. Cullmann III sent the two executives here to investigate conditions and report back to him.

They are: Robert W. Norris, director of personnel and community relations for the firm, and James C. Bowling, director of public relations.

CBS Show Unfair

Both men said they were convinced after visiting areas in the state where migrant labor is utilized that the CBS show was unfair to Florida because it failed to depict the great progress this state has made in behalf of migrants.

Norris and Bowling commended The Tribune for presenting an accurate account of the migrant situation in order to offset the adverse impression created by the television program.

Bowling said his firm bought the "Harvest of Shame" show in good faith that it would be an outstanding public service based on a true picture (good or bad) of the migrant story.

The public relations man said CBS would not permit sponsors to review its "CBS Reports" series in advance.

Secrecy Policy

Norris said because of CBS's secrecy policy regarding "Harvest of Shame," no one in the Philip Morris firm had an idea of what it had bought until the program was aired.

The two men asked the Tribune to stress that Philip Morris had no part in compiling, editing or presenting the controversial documentary on migrants.

Their company's role, they said, involved nothing more than buying advertising time during the telecast.

They also said the show would have been presented by CBS at the scheduled date regardless of whether it was sponsored.

Citizens Aroused

Citizens of Belle Glade, which was the focal point of the CBS migratory story, were the most aroused of any in Florida because all their accomplishments and continued efforts to help migrants were not shown in the presentation.

Bowling and Norris said they were impressed with the good work done for migrants in Belle Glade.

Commenting on portions of the film, they said they learned that the breadline of hungry migrants which appeared in the documentary was not a current situation, but represented instead a period several years ago when a big freeze destroyed most Florida vegetable crops, leaving migrants unemployed.

They also said they were told the Negro woman shown in a Belle Glade bean field who talked with Edward R. Murrow, a narrator of the program, was not a true representation of the facts.

The Negro woman told Murrow she had only earned $1 picking beans on the day she was interviewed.

Luther Jones, publisher of the Belle Glade Herald, identified the bean picker as Alean Brown and said the lowest rate paid bean pickers in Belle Glade this season was 60 cents a hamper.

Jones told the Philip Morris representatives that Alean's husband had a job which paid $83.50 a week for 60 hours of work.

"The people in Belle Glade told us their civic pride was hurt by the presentation," Bowling said.

"We are here because we are concerned because the people here are concerned," Bowling said, adding that the firm he represented had more than an average interest in Florida because it purchased tobacco grown here, thereby contributing to the economy of the state.

Speaking of the impression of Florida the documentary conveyed to a nation-wide audience, Bowling said "the picture is not as black as portrayed."

Dedicated People

He said that on the contrary, he and Norris found in Florida "a dedicated people who have worked for years to improve life of the migrants."

The men noted that the film did not "present efforts and progress of dedicated people who worked to improve conditions.

"We were impressed with the progress and feel it should have been shown (on the program)," Norris said.

Norris explained that the company's president did not see the original presentation of "Harvest of Shame," but procured a copy of the film after his company received a flood of protests in the form of personal telegrams, official resolutions and letters.

Norris and Bowling said the company president told them to "go down there and see what the basis for the complaint are and make clear our position (regarding actual production of the documentary)."

Will Tour Other Areas

After leaving Florida, the Philip Morris representatives said they will tour other migrant areas of the country before making a report to Cullman.

They said Cullman in turn will present their findings to CBS.

Asked if Cullman will attempt to convince CBS to present a sequel to the documentary to show the other side, Bowling said he did not know.

"We (he and Norris) have been persuaded there is another side to the migrant labor story," Bowling added.

He expressed an opinion that the full story, showing all sides, could not be properly done during a one-hour television show, which was the length of time devoted to "Harvest of Shame."

Norris said Philip Morris has presented three documentaries produced by CBS and was permitted to preview only one — the first which dealt with the polaris missile.

Their second sponsored public service show was "Money and the Next President," presented over CBS a week prior to the national election.

Bowling said both of these were hailed as outstanding public service programs by people in all walks of life.

"Harvest of Shame" was the third CBS documentary purchased by the cigarette company.

Norris and Bowling said their firm was the first manufacturer of a popular-priced product to sponsor public service programs on television.

"We take pride in our products and felt the presentation of public service programs would attract a thoughtful audience," Bowling said.

Philip Morris has purchased two more CBS documentaries—sight unseen.

They are: "Rescue," to be presented on Dec. 10 and featuring Yul Brynner. Bowling said he understands this is a story revolving around the Hungarian uprising against the Communists.

"Great Holiday Massacre," which Bowling said would deal with dangers on the highway. It is scheduled for presentation on Dec. 26.

On the question of the buying of these programs sight unseen, Norris and Bowling said: "We still believe in the integrity of CBS — they are responsible people."

No Peeking Policy

Variety had an article last month which dealt with CBS's "no peeking" policy regarding advance review of "CBS Reports" programs.

The entertainers' magazine said the policy, which it described as "revolutionary," was adopted by Fred Friendly and Ed Murrow of CBS with "full blessings of CBS prexy Frank Stanton."

CONTRIBUTION OFFERED FOR REBUTTAL TO CBS FILM

If any national television network is willing to produce a program which would be a rebuttal to the "Harvest of Shame," a Winter Haven man stands ready to make a contribution toward defraying costs of the production.

Charles S. Wilson sent the following letter to The Tribune:

"I'll be glad to contribute $200 to $500 toward the cost of producing and showing a film in rebuttal to the "Harvest of Shame."

Rubber Stamps 50¢ UP
FAST SERVICE! 103 FRANKLIN ST.
C.C.CURRY 2-8445

THE NEW YORK TIMES, SUNDAY, DECEMBER 4, 1960.

Justice for Migrant Workers

Never before in the dismal history of migratory farm labor in the United States has there been such widespread personal knowledge as there is today of the shocking conditions under which the migrants live and work. And never before have there been as many efforts, under way and planned, to remedy the tragic injustices from which the migrants suffer.

The most important recent development was the "Harvest of Shame" program of C. B. S., with Edward R. Murrow reporting. For a full hour millions of people saw with their own eyes and heard about the annual carting of migrants from Florida to harvest the crops up North and the dilapidated, crowded and filthy shacks they have to live in on next-to-starvation wages.

This film will undoubtedly give much-needed backing for three impressive programs of action which have been in the news since mid-November. The President's Committee on Migratory Labor, in its second report, listed sixteen recommendations for action by Federal and state governments. The conference in Washington on migratory labor sponsored by the National Council of Churches drew up a ten-year plan for some twenty Protestant church bodies to promote. And Senator Harrison A. Williams Jr., chairman of the Senate subcommittee on Migratory Labor, promises the introduction of bills in Congress based on hearings held in many states.

Broadly speaking, the objective of all these proposals is to give migratory workers the status and legal protections which American industrial workers have long enjoyed. This means guarantees of the right to organize and bargain collectively, unemployment insurance and minimum-wage and child-labor protection—from all of which farm workers are generally excluded by both Federal and state laws. It means action, state and Federal, that will provide for more adequate housing for migrant families and education for their children. It means, finally, protective regulation of migrants' transportation.

Newnham, J. A.
6-A-14A

December 1, 1960

Dear Mr. Newnham:

Thank you for your wire concerning HARVEST OF SHAME. I am gratified to hear that you found the program a source of inspiration.

As far as your plan is concerned, I would suggest that you write to the new Secretary of Labor when he is appointed.

Sincerely yours,

Mr. Joe A. Newnham
45023 16th Street West
Lancaster, California

Peacock, I. M.

December 1, 1960

Dear Mike:

Please forgive my long delay in answering your very kind letter of October 19.

Immediately after my return from London, I was laid up for a week with a bad cold and then had to dash off to Florida to complete HARVEST OF SHAME for CBS Reports. I returned in time to engage in a bout with pneumonia, which made it impossible for me to work on Election night. It was the first time in twenty five years that I missed a major news story.

I was sorry to miss seeing you and Richard Dimbleby during your stay in New York and hope to see you both again when I am next in London.

Sincerely yours,

Mr. I.M. Peacock
Television Center
The British Broadcasting Corp.
Wood Lane
London W.12, England

Press

CBS NEWS

Office Communication

to: MR. MURROW

from: Mr. Horton

Mr Murrow
Thank you for
letting me see this.
Jim
11/30

November 30, 1960

Due to time of broadcast, The New York Times review of "Harvest of Shame" appeared only in the final make-over of the Late City Edition. In case you missed it, here is a reprint.

MICHAEL HORTON

THE NEW YORK TIMES, SATURDAY, NOVEMBER 26, 1960.

TV: 'Harvest of Shame'

Exploitation of U.S. Migratory Workers Is Documented on 'C. B. S. Reports'

By JACK GOULD

THE shocking degradation and exploitation of millions of human beings who pick the fruits and vegetables that are served on America's richly laden dinner table were shown last night on "C. B. S. Reports" over Channel 2.

"Harvest of Shame," narrated by Edward R. Murrow and produced by David Lowe, was uncompromising in its exposure of the filth, despair and grinding poverty that are the lot of the migratory workers who follow the sun from Florida to upstate New York and from Mexico to Oregon.

•

Mr. Murrow described the plight of the roaming laborers as "The grapes of wrath of 1960"; the program proved it.

Mr. Lowe, working under the over-all supervision of Fred W. Friendly, executive producer, spent months in following the fruit and vegetable pickers as they made their northward circuits. With his cameras he showed real-life scenes that could add up only to a terrifying blot on Democracy's escutcheon.

Humans were shown stacked vertically in trucks for trips of hours and hours while the products they picked were shipped in streamlined trains and refrigerated trucks. The hovels called homes, one-room shanties for large families working near Princeton, N. J., and Riverhead, L. I., were contrasted with the lush stables for race horses.

The faces of the migratory workers were their own eloquent editorial on a national disgrace. There were young women who looked like aged wretches; bright little children with no hope of a decent education; men and women, both white and Negro, with no apparent hope of experiencing minimum toilet facilities and youngsters waiting for the unspeakable meals that pass for nourishment.

"Harvest of Shame" stressed the role of "crew leaders" who recruit the migrant workers in the South and then truck them from state to state. But the chief blame was put on the so-called "farm lobby." The Secretary of Labor, James P. Mitchell, indicated that he had been powerless to push forward the steps necessary to protect the mobile labor force.

Charles B. Shuman, president of the American Farm Bureau Federation, did not help his position by complaining over the possibility of Federal interference. The indignities visited upon the pickers made his words sound as if they came out of the Dark Ages, especially after a viewer had heard a mother of fourteen children explain how she worked in the fields from 6 A. M. to 4 P. M. Her total pay for ten hours under the broiling sun was $1.

•

One aspect of the migratory labor situation was not too thoroughly developed, namely the influence of the large chain grocery stores. One farmer said the food chains ultimately call the tune in the economics of fruits and vegetables, but Secretary Mitchell indicated this was just an alibi by the farmers. The matter should have been pursued further.

The photography in "Harvest of Shame" was of exceptionally good quality; Mr. Lowe can be extremely proud of his accomplishment.

Mr. Murrow and "C. B. S. Reports" left no doubt of where they stood. The commentator concluded by asking viewers who benefited from the labors of the "excluded Americans" to raise their voice in Congress, something very likely to happen.

TV: 'C

Dramatizes F
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By JACK

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: 'Camera Three' Hits High Mark

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JACK GOULD

of the best televi- extant comes from Three," the modest morning program that goes about exploring ual paths and fre- achieves a far higher substance than more d undertakings.

rday morning, the pre- n, which is prepared nction with the Board ation over Channel 2, d itself with particu- hction in bringing to matized version of a article in The New magazine — Daniel ensitive and detailed on an engineer who ive with the agonies unfairly branded as y risk.

combination of brief ted sequences and narration. "Camera outlined how the en- as put under a cloud cion on the flimsiest ges and then denied ent on Government

ordeal of successive before a military board, the man's economic and social nd the need for prov- he and his wife were mmunists, were un- tep by step. Finally, ght years, the engi- fully cleared on the idence on which he inally damned.

eping with the tone ing's article, Cam- ce never preached ined how the man's t never be the same wen though he has begun to pick up the pieces of a normal existence. Not all others who had to face the same ordeal have fared so well; unhappily, as the program observed, the period of hysteria did result in breakdowns and ruined lives.

Jamie Smith gave an excellent performance as the engineer, and Nina Wilcox was especially fine as the wife who saw her married life altered through circumstances that still seem difficult to believe actually happened. John J. Desmond's direction had the virtue of utmost simplicity; the production was by John McGiffert.

"Camera Three" is to be congratulated for bringing to the air Mr. Lang's timely reminder that, even though the climate of political opinion may have changed, many individuals for the rest of their days will be paying a price for careless and reckless application of security regulations.

In particular, the show came at an opportune time, since, in the television world, there have been recent suggestions that the dark period of blacklisting has passed and been forgotten, which unfortunately doesn't happen to be the case.

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'Omnibus' on the Town

One of the favorite themes of camera men—New York after dark—occupied the attention of "Omnibus" last night over Channel 4. Viewers were introduced to the manifold individuals who go to work after the day people have retired from the metropolis.

It was an hour marked by some stinkingly good candid-camera photography. In this sixty minutes, there were glimpses of many of the diversified activities that flourish after sundown—the night clubs, the theatre crowds, subway riders, policemen on night duty, restless groups of teen-agers with nothing to do, telephone operators, bakers, Linotype operators at the United Nations printing shop, window decorators, a tattoo artist working on a sailor's arm.

The over-all view of the city at night was largely the familiar superficial one that any tourist might see. "Omnibus" did not dig very deeply for fresh material, nor did it even hint at the seamier side of the nighttime hours.

"Omnibus" inspected the after-dark version of New York but did not; it is to be concluded, really experience it; there is a difference. Withal, the program held interest, and Alistair Cooke's narration was first-rate.

J. G.

Engineer Wrongly Gets Security-Risk Label

Refugees in Focus

THE refugee was the subject of an altogether beautiful documentary that blended artistry with reporting on Channel 2 Saturday night.

The program, one of the "C. B. S. Reports" series, was "Rescue—With Yul Brynner." It reminded well-settled viewers that there are still fifteen million displaced persons, of all races and tongues, who had no spokesmen, no votes, no permanence—nothing that might be called home.

Mr. Brynner, who visited and entertained refugees in Europe and the Middle East, delivered a moving, powerful commentary that accompanied highly effective films, reflecting credit on Fred W. Friendly, executive producer, Gene DePoris, producer, and a talented team.

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The first half of the hour told the stories of refugees from Europe who had found sanctuary. The Symphonia Hungarica, a refugee musical organization, playing for their new fellow-townsmen in Marl, Germany, stood in impressive contrast to those refugees still languishing in the camps of Austria.

The second half showed the Arab refugees who have yet to find a haven. Victims of a political dispute in which everyone, and no one, is responsible, they wait, some resigned, some still filled with hatred.

Mr. Brynner, with an assist from Edward R. Murrow, told the story seriously and dramatically, without recourse to maudlin sentiments to which such a topic might easily have been susceptible.

The actor, who undertook his assignment as a special consultant to the United Nations High Commissioner for Refugees, emerged as a versatile, sympathetic person. Surely, it would be difficult to resist the plea to send donations to the United Nations to help the stars of this poignant program—the lackluster elders, the big-eyed children, the meek who have a long way to go until they inherit a piece of pasteboard called a passport.

RICHARD F. SHEPARD.

Television Review

'CBS Reports'

The plight of the world's 15,000,000 refugees was vividly set forth in a moving documentary called "Rescue—With Yul Brynner" on "CBS Reports," Saturday night (8:30-9:30).

Through film and narrative, actor Brynner told of his year-long journey through Europe and the Middle East as consultant to the United Nations Commission for Refugees. He found refugees living in D. P. camps under inhuman conditions; he found sickness and hopeless despair.

To illustrate the work being done by the U. N. Commission, the first half of the program detailed the relocation of the Maumods, a Ukrainian family of six, from a D. P. camp in Linz, Austria, to a new home in Wi[illegible] and the conflicts that [illegible]

discovered the comfort of what Americans consider average living—a refrigerator of their own, a bathroom of their own, medical care for the tubercular father—brought tears to the eyes.

In the second portion of the program, Mr. Brynner enlisted the aid of Edward R. Murrow, who interviewed authorities on the refugee matter, among them Israel's foreign minister, Golda Meir.

It was a graphic, forthright, sympathetic depiction of the refugee problem, another plus for the consistently first-rate "CBS Reports."

MARIE TORRE.

usation. For years the existence of these vately owned caves within the National Park a has reduced the value of the park to the te and has hampered its development. Misding road signs have led thousands of tour- each year to the "wrong" Mammoth Cave; ny of them have come away disappointed confused. Because of local pressures, the te has been reluctant to build a road directly the main cave area, neglecting the privately-ned caves. As a result, the park and its proach areas have never been fully devel-d, though the park draws more visitors and kes more money than any in the system. These handicaps are now removed. The con-ing signs and roadside markers can come vn. The uniformed employees of the pri-ely-owned caves, which many tourists under-ndably mistook for park attendants, will no ger be needed. The park may now have one tral information center. Organized tours include Great Onyx and Crystal caves as l as the "real" Mammoth Cave, and the lition will be beneficial. For these are tractive caves whose inclusion in the park r will make the cave complex easily the rld's most impressive.

The purchase removes the reasons for the k Service's reluctance to improve and ke more impressive the entrance and ap-aches to the park area, an improvement ch should help to increase the flow of visi- to the park. Many members of Kentucky's shington delegation have worked toward goal in the past. But special thanks are Congressman William Natcher, whose ged efforts have finally paid off, and to mer Senator Earle Clements, who lent his rts as Governor and Senator to promoting purchase. The result is a valuable step ard the present Administration's aim of king Kentucky famous as a state of parks.

ENATOR SOAPER SAYS: Import restric-tions mean that Cuba is suffering from a shortage of baseballs. Can't their pitch-just throw an old apple the way they do here?

The Race Isn't To The Compl

NOW that the election is over, reports are trickling out that should give pause to even the most complacent among us. The latest one, prepared for the Army, warns that rapid economic strides in the Soviet Union could make the United States an inferior power by 1970. The report does not say that this is inevitable—only that it is a distinct possibility unless our growth rate increases.

The report was released by the Army in response to Congressional pressure that began building up during the Presidential campaign. The 61-page document was produced by the operations research staff of Johns Hopkins University. The same staff prepared a report that was released a few days ago which found that our warning defenses against Russian missiles are "basically inadequate."

The economic study consists in part of an analysis of economic facts presented in testimony before Congress, chiefly by Allen W. Dulles, head of the Central Intelligence Agency. The report noted that Dulles had described as "tranquilizers" those who take an optimistic view of the economic outlook vis a vis the Soviets, and added that such "analyses tend to discourage alarm among U. S. policy makers and U. S. people, alarm justified by the data and other evidence on the U.S.S.R."

This is precisely what Sena during the campaign. The r that while Soviet production that of the United States, t omy is growing at a rate tw also observed that Russian r already equals the American and that if present proportion the Soviet military budget wil larger than ours by 1970—t $72,000,000,000 compared to for us.

However, the researchers close the gap without reso doses of Federal spending. in U. S. growth policies c stantial progress toward m Cold War activity," the re "For example, without chang personal income tax structu annual growth rate of 4 per defense expenditures by 1970 to $76,000,000,000."

None of this, judging fro theme, is news to President He stressed time and again rate must be increased, that "dead center" and that we c placent at our peril.

Congratulations To A C.B.S. Sp

A COMMERCIALLY SPONSORED television show, *C.B.S. Reports*, chose last week to take a justifiably angry and sympathetic look at the millions of migrant workers who harvest fruit and vegetable crops from Florida to Maine and from California to Indiana. The picture was a grim one. It was, as its title indicated, a shameful indictment of a nation in which cattle are housed better than these wretched people.

The report was not pleasan think about. But its sponsor from the subject nor, obvious to soften the sharpness of Ed ializing. We are so quick to sored television for a sugar-co life, and for refusing to deal ties that it deserves congrat approaches touchy problems ageously.

Bonn Still Quivers Over Anderson's Dem

By Joseph Alsop

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The Courier-Journal

"Old As An Elephant—Stubborn As A Jackass—Mean As A Bull—And I Gotta Ride It"

READERS' POINT OF VIEW

Got Her Dream Back

To the Editor of The Courier-Journal:

There's not very much about being 18 that I'd like to recapture from the vantage point of 40; but that bright bubble dream of a brave new world that might come soon—that I have missed. On November 9 I got my dream back.

If it had not been for the religious factor, President-elect Kennedy would surely have won by a landslide. Even here in an enlightened community we heard bigotry preached from the pulpit, not in the "holy roller" church at the other end of town, mind you, but in the big, white, stone edifice at the foot of a campus where some of our best people go to talk of brotherly love and tolerance and charity.

Mrs. ROBERT D. KREIGH.
Columbia, Mo.

Truman Causes Shudder

I ask Republican friends and neighbors if they are not happy that Harry S. Truman will not be their judge in the last great day? On my, oh my, where would we be? In the bottomless pit I guess, but I bet we would have someone to greet us.

I shudder to think he was once the head of our great and noble country. The Bible says that we should love our enemies. Well, that will be a bit hard to do, but let's hope he gets a change of heart before it is everlastingly too late.

Louisville. Mrs. C. P. ASHBY.

Speaks For Waterfield

In defense of former Lieutenant Governor Harry Lee Waterfield criticized by Wayne W. Freeman in a letter November 21, Mr. Waterfield was right in not introducing Harry S. Truman at Mayfield. Mr. Truman was out of his place coming from Missouri to Kentucky to tell the people how to vote in our state election, and calling people names as he did.

I am a Democrat and believe in a democratic government. Mr. Waterfield, A. B. "Happy" Chandler and Noble G[illegible] are all Democrats as M[illegible]

mental operations which should be stopped. Wh[illegible] it is shown that certain so-called defense expe[illegible] tures only contribute to inflation and price [illegible] creases and not to defense, I believe our pl[illegible] ners will get to work to bring about a reduct[illegible] in such expenditures. We cannot have compl[illegible] disarmament all at once like the drop of a h[illegible] but we can have special disarmament. It is c[illegible] cerning special disarmament that the plann[illegible] in national and international governmental circ[illegible] must direct their thinking.

Atlanta, Ga. CHARLES W. SHEPARD

Red China Activities

Dr. Chandrasekhar

An Indian social sci[illegible] tist, Dr. Sripati Chand[illegible] sekhar, in an ar[illegible] "Communistic China," [illegible] the September A[illegible] letin, says that on [illegible] China tour he was c[illegible] stantly accompanied [illegible] an official interpret[illegible] never felt really alo[illegible] and not a single pers[illegible] talked to him as to m[illegible] to man. Everybo[illegible] talked about the co[illegible] try's expanding econo[illegible] and staggering statist[illegible] of production. Men a[illegible] women alike work on day or night shift. Ra[illegible] loud-speakers everywhere blare blatantly all d[illegible] and into the night teaching Russia is a selfl[illegible] ally of China and the United States an irrec[illegible] cilable imperialistic enemy.

Shouting through cardboard megaphones a[illegible] all the day long and into the night 8 to 17-y[illegible] old youths harangued the people on sanitat[illegible] and public health. Extraordinary cleanliness [illegible] neatness was everywhere. Former dreary sce[illegible] have become orderly.

The great honesty in internal affairs is a c[illegible] trast with the vociferous dishonesty in inter[illegible] tional affairs. The writer feels the former m[illegible] be more the product of fear than personal eth[illegible]

Topeka, Kan. JOE H. BUX[illegible]

TV Documentary

Mailing Changes

Please change your address when you move. Just cut out name and address from mail box, correct it and mail to IUE News, 1126 16th St. N.W., Washington 6, D. C. Be sure to include your zone number.

Locals: Please keep up your mailing lists.

$105,000 To ILO

GENEVA—The government of India is contributing $100,000 and that of Tunisia $5,000 to the endowment fund of the International Labor Organization's International Institute for Labor Studies.

buttons and pins on the job, an NLRB trial examiner has ruled, in finding the Floridan Hotel guilty of unfair labor practice for threatening to fire employes if they wore their union emblems.

Local 104 of the Hotel & Restaurant Employees won an NLRB election in 1959, signed a contract in February 1960, and distributed union pins to all members last March as part of a drive for 100 per cent membership.

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Dist. 6 Officers Re

PITTSBURGH, Pa. — District 6 officers were re-elected at the Council meeting November 19 and 20, and were installed by Frank Pugliano, field representative.

They are: Charles Copeland, president; Ellis Hockenberry, secretary treasurer; Charles Struble, vice president; Bernard Block, sergeant-at-arms.

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IUE Conference To Se

"Harvest of Shame," the hour-long documentary telecast of the plight of migrant workers will be shown at the IUE legislative and civil rights conference in Washington, D. C., February 6 and 7.

Senator Harrison Williams (D-N.J.), chairman of the special subcommittee on migratory labor of the Senate Labor and Public Welfare Committee, has been invited to address the IUE conference. An invitation also will be extended to the new Secretary of Labor to address the conference, and join in the discussion that will follow.

The documentary film, narrated by Edward R. Murrow, followed the northward trek of migrant families in the east, showed a strike meeting of the AFL-CIO Agricultural Workers Organizing Committee in California, and closed with the return of the east coast migrants to Florida.

At the strike meeting of cherry pickers, workers aired their grievances.

"We live in a tent, under a shade tree, under a river bridge," said one. "We drink water out of a creek or anywhere we can get it. Five or six families drink out of one cup—a tin can—anything else. We are to blame, we tolerate that stuff." He went on:

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Murrow
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Reelected

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Dunn, Arthur De Santis,
h Dambroski, Carol Cheno-
and Amerigo Sabetti. Trus-
re Matt Dunn, John Slater
Alfred Di Donato.
ckenberry was unable to at-
due to the sudden death of
n.

a small pacemaker made of stainless steel covered with nylon net was inserted in the left side of the small body over the kidneys. Additional surgery is required every five years to replace the mercury which charges the mechanism and to recharge the batteries.

While Larry's family and neighbors waited prayerfully for words of hope, the medical and expense bills began to mount. Hospital expenses (not including doctors or the hospital room) ran to $79 a day. The total cost, to date, of hospital and operations is $8000. For the operation 35 pints of warm blood were needed. These could not be taken from the blood bank.

Mr. and Mrs. Garves, emotionally and financially exhausted, turned around and saw their union brothers and sisters of Local 627 waiting with open arms. A fund was started in the plant. Other Fairmont labor unions, including the Steelworkers and the Communications Workers, aided their IUE brothers.

agent of Local 291, stood by constantly offering aid and comfort to the parents. Local 291 is planning a special fund drive.

Larry Graves will recover if all continues as well. His brothers and sisters—Sharon Lynn, Barry Lane, Sharon Lee and a foster son and daughter—anxiously await his return. They are being cared for by their maternal grandmother.

In Fairmont, Mayor William Meyer has declared Saturday, December 10th "LARRY GRAVES DAY." IUE members and other local people will join to collect contributions to sustain the Graves family through their vigil.

But more is needed. We can show that the spirit of a union is mutual aid. We can show that IUE brothers and sisters sustain each other. We must give our dimes and dollars to the Larry Graves Fund c/o Local 627 IUE, 212 Jackson St., Fairmont, West Virginia.

A union family needs your help. Remember that today.

ee Film 'Harvest Of Shame'

we'd stick together and
ve won't do it, we won't
our cherries until you give
me rest rooms in the field
e ladies and some for the
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we won't pick them. We'd
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rrow pointed out that Agri-
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program showed a weary
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She explained she earned
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er 14 children and the rea-
he could not afford to put
oungest in a nursery. A
a shot of their one-room quarters focused on a mattress and it was explained the holes in it were made by rats.

Labor Secretary James P. Mitchell, interviewed by Murrow, declared "I feel sad because I think that it is a blot on my conscience as well as the conscience of all of us whom society has treated a little more favorably than these people.

"They certainly have no voice in Congress and their employers do have a voice. Their employers are highly organized and make their voice and terms and conditions known to our legislators. I know of no greater pressure lobbies, so-called, in Washington than the farm group . . ."

Mitchell pointed out that the government protects the farmer against loss on certain crops and the farmer accepts this "government largess" while exerting "tremendous" pressures against aid to farm workers.

Murrow closed the program by observing that "only an enlightened, aroused and perhaps angered public opinion can do anything about the migrants."

"The people you have seen," Murrow commented, "have the strength to harvest your fruit and vegetables.

"They don't have the strength to influence legislation. Maybe we do."

WASHINGTON - CONFIRMATION FILE

HARVEST OF SHAME FAN MAIL TO DATE (2/1/61)

2,050	Total
710	Addressed to ERM positive
56	Addressed to ERM negative